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CONSTRUCTING THE PROFESSIONAL QUALITY SYSTEM OF EXCELLENT TEACHERS IN PRIVATE
Research on the Integration of Ideological and Political Education into Building Architecture Teaching under the Background of New Engineering Disciplines

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Abstract: The construction of new engineering disciplines needs to cultivate compound talents with strong practical and innovative ability to adapt to the development of the new economy. The content housing architecture course is complex and wide-ranging knowledge. Under the background of the new engineering, the course integrates ideological and political elements, and reforms and explores its content, teaching methods, evaluation methods according to its characteristics. In this way, it stimulates students' enthusiasm for learning, improves the effectiveness of course teaching, pays attention to the dual cultivation of professional ability and moral quality, and improves students' sense of innovation to satisfy the demand of engineering innovative.

Keywords: new engineering disciplines; ideological and political education; Building Architecture; educational reform

1. RESEARCH BACKGROUND
Based on the new demand of national strategy and the new situation international competition, “new engineering disciplines” is proposed and become the direction of China's engineering education reform. Under the promotion of the Ministry of Education, the "Fudan consensus", "Tianda action" and "Beijing guide" are formed to explore the new thinking and new ways of engineering education. This concept of the connotation new engineering disciplines is led by morality education to cultivate diversified and innovative outstanding engineering talents, and this is the same as the idea of ideological and political education[1]. According to the opinions on strengthening and improving ideological and political work in universities under the new situation, all-round education should be implemented in the whole process based on building morality and cultivating people, guided by the socialist core values[2]. It can be seen that the foundation of universities lies in the morality education, and the morality education is the fundamental task and the most crucial part.

The implementation of classroom is the main channel of ideological and political course. Teachers should put the concept of ideological and political through the whole teaching process. Thus, the combination of professional course and ideological and political education can enrich the teaching content of professional course, and enhance students' learning enthusiasm and initiative. Building Architecture is an important and practical professional basic course of civil engineering, engineering management and engineering cost. From the perspective of architectural design, it is a comprehensive course of studying the basic rules of building space design (building plane, building profile, building facade, building model) and entity construction (foundation, wall, floor, roof, stairs, doors and windows, etc.). This course is to help students master the basic principles and methods of general civil design and mechanical design, cultivate the ability to conduct preliminary architectural design, and establish the concept of housing construction which is conducive to follow-up teaching. Therefore, it is urgent to reform the teaching model which should strengthen the integration of the ideological and political elements in the context of new engineering discipline.

2. PROBLEMS IN THE TEACHING
The traditional teaching links in the course of Building Architecture include: classroom teaching, aid and answer, counseling, on-site visit, homework, course design, etc. The settings of these methods are relatively complete, but due to the old teaching content and teaching methods and unreasonable proportion of each part, the teaching effect is not ideal[3]. At present, the problems in the course teaching are mainly as follows:

2.1 Teaching goals are unreasonable, ignore ideological and political education
The existing teaching objectives of Building Architecture course pay more attention to the professional skills, and cannot be integrated with the background of disciplines; ideological and political education. The course closely combines with the engineering practice, and contains rich elements of
ideological and political. This has a positive practical significance for cultivating craftsmen of the nation with the chrematistic of practical innovation, scientific, rigorous, and excellence.

2.2 The teaching content is complicated, while the teaching time is relatively small
The teaching content of Building Architecture is comprehensive, while it is not enough systematic. There are a lot of knowledge points, and relatively small teaching hours, and the key points and difficulties are not protruding. Thus, students are easy to lose their interests when they have to face so many complicated knowledge points.

2.3 Less teaching resources, old teaching methods
The course of Building Architecture advances with the times and changes fast, while the teaching material updates relatively slow which resulting in less resources in teaching. In the process of teaching, in order to catch the progress, there exists the teaching method with slide lectures.

2.4 Single assessment method, does not meet the actual
At present, the closed-book exam is used in the course of Building Architecture. The types of exam questions are almost fill-in-the-blanks question, choice question, judgment question, short answer question. Thus, students can achieve better results by rote. This is different from talent training objectives of new engineering disciplines, and also leads to low enthusiasm of students in the usual course learning.

3. IMPLEMENTATION PATH OF COURSE TEACHING REFORM
During the teaching process of Building Architecture, try to change the traditional knowledge-based education model to trinity new model with "value shaping, ability training, knowledge teaching". The implementation path is as follows.

3.1 Refactoring course knowledge system
In the background of new engineering disciplines, teaching knowledge system should be comprehensive reconstructed, which are paid more attention to the cross-integration of emerging disciplines, paid more attention to the guide of results, and paid more attention to the course architecture and its emphasis and difficulty. In the teaching process, gradually promote the relevant content of the new ideas, new materials and new processes advocated by the state. At the same time, strengthen school-enterprises cooperation, select the course cases and focus on its integrity, feasibility, timeliness to motivate the students' learning passion, and cultivate their global views.

3.2 Multi-angle integrate the element of ideological and political education
The course teaching should be focused on building teaching situations. It uses a variety of ways to integrate the elements of ideological and political education to enhance students' emotion of patriotism, national pride and establish the correct outlook on life and values. Pay attention to the dual training of professional ability and moral quality, improve students' innovative sense, effectively improve the aesthetic level, cultivate students' down-to-earth attitude of study and work, craftsmen of the nation with of dedication, lean, focus, and innovation.
the difficulties of knowledge, but also have sensual understanding and image memory of the learned knowledge. And through the simulation of the on-site case, improve the passion of students' learning, and thus improve the quality of education teaching.

3.4 Full dimension teaching and assessment
Establish scientific standards, conduct an objective and comprehensive evaluation, emphasize students' participation in case discussions and the performance during practice, and in process assessments, increase students' assessment in classroom performance while reduce students' assessment of attendance, ordinary homework to fully examine students' learning attitudes of active exploration and capabilities of innovative collaboration.

4 CONCLUSION
Building Architecture is an important professional basic course, and its knowledge is wide, its content is integrated. This course is a bond that student understands this major and excited learning interest. Under the background of the construction of new engineering disciplines, integrate the ideological and political elements, explore the teaching concept of "knowledge teaching, ability training, value leading", the teaching content, teaching methods and evaluation methods are discussed to construct a comprehensive education and diversified education model, realize the mutual promotion of new engineering disciplines and ideological and political education.

REFERENCES
On Ideological and Political Education in College Student Management

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Abstract: Student management is an important work for colleges and universities to correct and standardize students' behavior, which is conducive to maintaining the order of college education and life. In the process of management, it is implemented around the all-round development of students' morality, intelligence, physique and beauty. Ideological and political education is an important part of student management. High quality ideological and political education not only helps to cultivate students' correct values, but also makes them find a breakthrough in confusion and frustration. Taking this as the core, this paper discusses the dilemma of ideological and political education in college student management, and puts forward an effective educational management scheme for reference.

Keywords: colleges and universities; student management; ideological and political education

INTRODUCTION

The talents cultivated by colleges and universities play an important role in social progress. After entering the new era, in order to accelerate the effectiveness of economic and scientific and technological development and enhance the core competitiveness in the world, China has strengthened the attention of talent education in colleges and universities, and various education policies have been continuously improved. In this case, China's colleges and universities have strengthened the importance of student management. In the follow-up continuous practice, they not only gradually realize that the development of a country must be supported by talents integrating skills and literacy, but also realize the great impact of ideological and political education on students' learning and employment. However, from the current situation of ideological and political education management, we still face difficulties in the concept of education management and education management team. Based on this, we must take effective strategies to break through the difficulties in order to achieve the goal of student management.

THE DILEMMA OF IDEOGRAPHICAL AND POLITICAL EDUCATION IN COLLEGE STUDENT MANAGEMENT

2.1 EDUCATION MANAGEMENT CONCEPT DOES NOT KEEP PACE WITH THE TIMES

In recent years, although major colleges and universities have practiced it, it is generally lack of scientificity from a practical point of view. From the perspective of the management concept of ideological and political education, some colleges and universities have not changed their concept in time, have not made reasonable planning for the students, and have not innovated the management concept based on the background of the times. When the concept of educational management is backward, it will naturally affect the methods and final results of educational management. [1] What the contemporary society needs is talents with both ability and moral integrity. Education is no longer the only standard for enterprises to employ people, which also means that colleges and universities must change their management concepts in time when carrying out the management of ideological and political education, so as to ensure that the educational function of ideological and political education can be brought into full play and comprehensively improve the quality of ideological and political education and the employment rate of college students.

2.2 FRAGMENTATION PHENOMENON IS SERIOUS

Most colleges and universities show fragmentation in the management of ideological and political education, which is mainly reflected in the level of education management. The groups with the responsibilities of ideological and political education in colleges and universities mainly include managers, functional departments, etc. There are multiple units in each group, which together constitute a perfect management system of ideological and political education in colleges and universities. However, in this process, the responsibilities of different personnel and departments are different, and the responsibility of education management is decentralized to each manager and department. Although the existence of fragmentation can improve the management efficiency, the management quality will be reduced, if the communication and coordination between all levels are not in place.

2.3 THE EDUCATION MANAGEMENT TEAM IS RELATIVELY SINGLE

At present, the existing management subjects of ideological and political education in colleges and universities in China mainly include ideological and political teachers, student groups and relevant
managers. Relatively speaking, they belong to a closed management system. Most of the educational management responsibilities are on the managers and ideological and political teachers, which also means that colleges and universities do not have a solid management foundation. If one of the educational management subjects has problems, it will affect the overall management effectiveness. Moreover, the professional level of the existing management subject needs to be improved. The college management of ideological and political education has the characteristics of heavy workload, much pay and great responsibility, which is also the main reason why it is difficult for colleges and universities to establish high-quality management subjects. [2] The main work of the teachers is to teach students the content of ideological and political education. They do not fully understand the actual psychological situation of each student in daily education. Similarly, managers cannot keep in touch with students at any time. In addition, most students are unwilling to express their true wishes and ideas to the management subject, which makes the education management more difficult. In order to avoid these situations and ensure the smooth and sustainable development of education management, colleges and universities must improve the balance of management resources and implement the optimization work with the ultimate goal of cultivating talents with all-round development.

3. EFFECTIVE PATH OFIDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGE STUDENT MANAGEMENT

3.1 TO IMPLEMENT THE CONCEPT OF SCIENTIFIC EDUCATION MANAGEMENT

In the management of ideological and political education, the management subject is all managers including ideological and political teachers and professional managers, and the management object is students. Although their responsibilities are different, they are both "human" factors in educational management. China is a society ruled by law. The core socialist values advocate equality, freedom and democracy. No matter how the times change, we must continue to practice these values when carrying out the management of ideological and political education in colleges and universities. Therefore, in the actual management work, we can change the concept of educational management in combination with the core values. For example, the management subject should implement the people-oriented concept in the whole process and show respect for the student group, which can be said to be the basic premise to improve the management quality of ideological and political education. All education management work is organized and carried out around the student group, considering the actual needs of students at multiple levels. Considering problems from the perspective of students, it's necessary to give full play to the role of education management. After some changes in the concept level, it helps to implement people-oriented into the educational management methods, and promote students to have power in the process of ideological and political education and management. [3]

3.2 TO ESTABLISH A SOUND EDUCATION MANAGEMENT SYSTEM

After having a perfect system, it is conducive to improve the management quality of ideological and political education. Colleges and universities can go deep into it from assessment and selection, and incentive mechanism. The improvement of assessment and selection mechanism can help colleges and universities introduce more professional ideological and political education management talents, which is an effective measure to improve the quality of management subjects. For example, colleges and universities introduce and train a group of high-quality education managers by means of survival of the fittest, and audit the existing on-the-job management subjects in terms of semesters. Some educational managers who are inefficient and do not have self-motivated will be eliminated, and a number of educational managers with scientific research spirit and good working attitude will be promoted. The improvement of incentive mechanism is conducive to enhance the enthusiasm of management subjects. For example, colleges and universities update the incentive mechanism every year, and make targeted changes in combination with the current situation of the management subject and management quality of ideological and political education. For example, when the quality of education management is poor, we can appropriately improve the salary and welfare treatment, so that the management subject has the motivation to struggle. In addition, it is also necessary to optimize the existing fragmentation phenomenon, so as to deal with the cooperation and interoperability between all levels. For example, colleges and universities can integrate the rapidly developing big data technology to build an ideological and political education management platform, in which both management subjects and objects can play their respective functions. [4] The network ideological and political education management platform integrates the originally scattered departments and managers to make them in the same working environment. It can not only improve the convenience of education management, but also lay a solid foundation for the improvement of work quality.

3.3 TO STRENGTHEN THE TRAINING OF EDUCATION MANAGEMENT SUBJECTS

Colleges and universities must fundamentally understand the important position occupied by the main body of ideological and political education management. The professional level of the main body
of education management determines the effect of education management to a great extent. Having the main body of ideological and political education management with strong comprehensive quality is conducive to innovating the education management mode and cultivating talents with both morality and ability. Colleges and universities can improve it from the aspects of theory and skills, and establish the main body structure of expert education management. For example, the main body of organizational education management carries out unified and comprehensive learning. First, the content of ideological and political education management should be uniformly transmitted, and then the difficulties and deficiencies faced by different education management subjects in their actual work should be understood. After comprehensive analysis, targeted solutions should be put forward to encourage management subjects to actively participate in self-improvement. In addition to the training of theoretical knowledge such as management subject values and ideological and political beliefs, it is also necessary to add vocational skills such as advanced educational management methods, models and skills, and appropriately put forward psychological requirements. It can help to ensure that the management subject can play an effective role in the post, and provide favorable conditions for colleges and universities to cultivate physically and mentally sound talents.

4. CONCLUSION
To sum up, ideological and political education is an indispensable key to the management of college students and an important content of cultivating talents with both political integrity and ability. Under the background of comprehensive requirements for talents in various industries, it is necessary to strengthen the attention of ideological and political education management. However, at present, when implementing the ideological and political education management, some colleges and universities in China still face difficulties in many aspects, such as the concept and management subject, which are mainly reflected in the fact that the concept of education management does not keep pace with the times; the phenomenon of fragmentation is more serious, and the education management team is relatively single. In order to effectively break through the dilemma, colleges and universities need to implement the concept of scientific education management, establish a perfect education management system, strengthen the training of education management subjects, and fundamentally improve the management level of students' ideological and political education.

REFERENCES:
The Construction of Integrated Teaching Model In and Out of Colleges English Class

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Abstract: With the rapid development of global modernization and the improvement of China's international status, English is becoming more and more important in daily life. In the teaching process, teachers should do a good job in the integrated teaching of English listening, speaking, reading and writing, and realize the integrated teaching of in and out of English class. On this basis, students' comprehensive quality of English can be significantly improved. The construction of the integration model in and out of class in college English requires every teacher to constantly analyze the characteristics of students, understand students' interests and hobbies, reasonably build it in combination with the current situation of students' English learning, and constantly find problems in the teaching process and correct them in time, so as to better promote the construction of the integration model in and out of English class. I hope that colleges and universities themselves and every teacher can contribute their own strength.

Keywords: college English; integration model in class and out of class; teaching model

INTRODUCTION

Through continuous practice, we find that the integration model in class and out of class has played an important role in teaching and produced good results. Therefore, it should be widely used in college English teaching and build a relevant model system. In and out of class integration teaching is mainly divided into in class and out of class. They need to achieve the effect of "you have me and I have you" in teaching, so as to give better play to the role of the integrated model. This model mainly teaches the theory and knowledge in teaching materials and books in class, and properly combines some extracurricular contents to enable students to have basic English skills. Some practical activities related to the knowledge points in class are mainly arranged outside class, in order to further deepen the knowledge learned in class and improve the overall quality of students. The integrated construction in class and out of class makes students' learning activities more rich and diverse, makes English learning no longer boring, better stimulates students' learning interest and improves teachers' teaching effect.

2. OVERVIEW OF INTEGRATED TEACHING MODE IN AND OUT OF CLASS

2.1 IN CLASS: TO LAY A FOUNDATION FOR EXTRACURRICULAR ACTIVITIES BY IMPARTING KNOWLEDGE AND SKILLS

In class and extracurricular integration mode, students are required to fully master the theoretical knowledge of English in class to ensure students' good intellectual development. At the same time, they can also appropriately add extracurricular relevant English knowledge in class, such as learning the lines of a scene in a film and television play, or learning the lyrics of a song, etc., so as to stimulate students' interest and improve the learning effect. It also lays a good foundation for extracurricular practical teaching.

The in class teaching mode can be divided into the following steps: the first is to review the previous text, and the new teaching adopts extracurricular knowledge as the introduction. Before the new teaching, we should first lead the students to review the previous learning content, and use some extracurricular knowledge of interest to the students as the introduction of the new course, which can not only strengthen the students' previous learning content, but also strengthen the connection between the students' old and new knowledge, so as to form a good knowledge system. The second is to mainly teach theoretical knowledge and introduce an appropriate amount of extracurricular knowledge. In this part of the class, the key lies in the learning of teaching materials. Teachers should deepen students' understanding of theoretical knowledge, create a certain situation, make extracurricular relevant knowledge interspersed in the classroom, and improve students' participation, so as to achieve a comprehensive and in-depth understanding of theoretical knowledge. The third is to expand relevant international news and promote students' thinking ability. After all the theoretical knowledge in class is completed, teachers can appropriately expand some relevant international news to let students understand the humanities and social sciences knowledge behind the English language, which can not only improve students' speculative ability, but also improve students' subject literacy. [1]

2.2 OUT OF CLASS: TO DEEPEN TEACHING IN CLASS BY CARRYING OUT PRACTICE AND ACTIVITIES

In extracurricular practice, some activities are mainly organized to supplement and deepen the activities in
class. Generally, these activities are mainly organized by the school. The realization of extracurricular activities mainly includes the following steps: the first is to assign tasks and put forward requirements. According to the learning situation and the learning content in class, teachers arrange corresponding practical activities after class, and require that the knowledge learned in class should be applied to the activities after class, so as to better consolidate the knowledge in class. The second is to understand the situation and check it in time. Teachers should actively understand the relevant situation of students’ extracurricular activities, and ask students about the problems they encounter in the activities. For these problems, teachers can focus on discussing solutions, and give appropriate guidance and support to students in a variety of ways. In addition, teachers should timely check the completion effect of students’ extracurricular practice. They can organize some communication meetings, games and entertainment to check whether students apply their in-class knowledge to extracurricular activities. At the same time, they can also detect the problems existing in the in-class and extracurricular integrated teaching mode and gradually improve it.

3. INTEGRATION OF READING AND WRITING IN THE INTEGRATED TEACHING MODEL IN AND OUT OF CLASS IN COLLEGES ENGLISH

3.1 CHANGE OF TEACHING MODE IN CLASS
In the past, in college English teaching, reading and writing were taught separately, and they were not well integrated. However, in English learning, the two should complement each other. Therefore, the traditional teaching mode of English reading and writing in class should realize the unity of them. Therefore, teachers are required to change their teaching ideas when teaching. First, when asking questions in class, teachers should clearly make students aware of what the focus of the classroom is, arouse students’ thinking and stimulate students’ interest in inquiry; Secondly, teachers should play the role of guide in class, so that every student can actively participate in the classroom discussion; Finally, in the process of guiding students to understand the article, teachers can let students imitate the wonderful parts of the article. Teachers can randomly check and analyze the advantages and disadvantages to achieve the goal of training students’ writing ability. In this way, the change of teaching mode can complete the combination of reading and writing in class. [2]

3.2 CHANGES IN HOMEWORK TASKS
The integration of reading and writing in the integrated teaching mode of college English in and out of class should not only be limited to the classroom, but also implement the knowledge in the classroom after class. However, in the traditional extracurricular implementation, reading mainly focuses on doing questions, while writing mainly focuses on composition writing training, which is relatively boring. The effect of students’ implementation of classroom knowledge points is not ideal. On the contrary, it restricts the development of students’ English ability. Teachers should encourage students to hold more English reading corner activities out of class, widely read various types of English articles, actively communicate with others on their own understanding after reading, write their own feelings or experiences into articles, and remind students to combine the knowledge learned in class when writing, so as to realize the integrated learning of English reading and writing out of class, enable students to realize the benefits of the integration of reading and writing, and gradually accept the integrated teaching in and out of class. In addition, in order to better implement the integrated teaching model, teachers can also hold some extracurricular activities to provide new ideas for students to carry out rich and diverse extracurricular activities.

4. THE INTEGRATION OF LISTENING AND SPEAKING IN THE INTEGRATED TEACHING MODEL IN AND OUT OF CLASS IN COLLEGES ENGLISH

4.1 TO STRENGTHEN IMITATION TRAINING IN CLASS
The biggest problem in college English listening and speaking learning is that most students learn "dumb English", and listening and speaking is poor compared with reading and writing, which has a great relationship with the traditional classroom teaching methods. Therefore, we should change the way teachers teach text grammar points in class and apply English paragraphs or film and television drama imitation to the classroom. Imitation training creates a language environment for students. When teachers guide students in listening and speaking learning in the language environment, they should pay attention to highlight knowledge points and let students receive knowledge points accurately, so that students can better apply them to extracurricular activities. [3]

4.2 TO STIMULATE STUDENTS’ INTEREST OUT OF CLASS
The most important thing of extracurricular activities is to deepen students’ absorption of knowledge in class. Therefore, when arranging extracurricular activities, the most important thing for teachers is to meet students’ interests and stimulate students’ interest in extracurricular practice. For English learning, deepening in-class knowledge in the language environment will improve students’ comprehensive listening and speaking quality. English songs, film and television dramas can not only stimulate students' interest in English listening and speaking, but also virtually consolidate in-class learning knowledge, apply it to life, improve students' listening and speaking ability, and realize the integration in and out of listening and speaking teaching class.
5. CONCLUSION
The construction of integrated teaching mode in and out of college English class can highlight the dominant position of students, which is conducive to the development of students' personality and teachers' teaching according to their aptitude, so as to achieve better learning effect. In addition, in the evaluation system in and out of integration class, we should not only pay attention to the final result, but conduct a comprehensive evaluation combined with the process and result. In the evaluation, we should fully take students as the main body. The construction of the integrated teaching model of college English in and after class also has higher requirements for teachers. Due to the richer teaching content in class and more and more practical activities after class, teachers must constantly learn new knowledge and improve their personal quality. [4] It can be seen that the construction in and out of college English class integration model has played a great role in the integration of English listening, speaking, reading and writing after class, which is more conducive to students' overall English learning. Schools should actively promote the construction of this teaching model.

REFERENCES:
A Creative Computing Approach to Intelligent Second Class Management

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Abstract: The rapid development brings lots of opportunities to other fields. Creative computing, as an extension of artificial intelligence, aiming to engineer novel and useful software, offers possibilities in the exploration of intelligent management of second class in education. Second class, known also as extra-curriculum, plays a significant role in education. The term ‘second class’ is corresponding to ‘first class’, which mainly refers to the formal classes taking place at school. Different from first class, second class is hard to manage due to its flexibility. Hence this research is proposed to engineer an intelligent system to tackle second class management. This research mainly elaborates on the basics of second class, and in the background of creative computing tries to employ appropriate algorithms like KNN to tackle second class management.

Keywords: second class management; creative computing; KNN; architecture design

1. INTRODUCTION
In education, second class, also known as extra-curriculum in some research, compared with first class, is more flexible and thus harder to manage, but it is quite significant in enhancing the first class teaching. Second class mainly refers to the after class activities which contribute to first class. This research will explore a creative computing approach to second class management.

2. RELATED WORK
Creative computing holds that creativity can be gained through combination, based on the combinational creativity theories. The creativity in this research is to combine computing techniques with second class management so as to gain an intelligent management system. The previous works are mainly reviewed from these two fields, second class research and creative computing.

2.1. Second Class Management
The term “second class” is raised based on “first class”. First class refers to the formal curriculum provided by schools, while generally speaking second class may include all other learning activities after class. It may include many forms. Intelligent second class management is part of the education informatisation. Informatisation in education has been regarded as a major approach in education development [1]. With developments in computer science, the Internet, and smart phones, more forms of second class activities are available. A systematic managerial platform is in need, and this is the focus of this research.

2.2. Creative Computing
Creative computing is a new concept in big data time. Creative computing will explore the possibility of combining seemingly unrelated former researches to establish new thoughts to achieve knowledge integration and multidisciplinary creation [1]. In practice, creative computing aims to be surprising and new in a way to change and improve human life dramatically through transforming pre-existing specific conceptual spaces and combining distinct thoughts[2]. Its objective is to “engineer systems that may provide satisfactory creative tools for users in all spheres of human endeavour”[3]. Generally, creativity is described from the following aspects: novelty, usefulness, and surprise. Creative computing also considers “the four Ps”, process, product, person and place[5]. Creative process mainly refers to thought mechanisms and techniques in human cognition. Creative product usually involves the measurement of creativity in psychometrics, creative ideas [6] and creative productivity [7]. Person considers the nature of the creative person, including the intellectual habits, levels of ideation, autonomy, expertise, exploratory behaviour and others. Place addresses the circumstances in which creativity occurs, like degrees of autonomy, access to resources and the nature of gatekeeper.

Based on the creativity theories, creative computing mainly explores the combination possibility and appropriate solutions to areas that once were impossible for computing. For example, in the background of creative computing, livelihood oriented urban planning and management, being complex and unique to human management department, has been addressed in an artificial intelligence approach [8]. Also, in the guidance of
creative computing, semantic web techniques are employed in poem analysis, and even poem generation [9].

3. CREATIVE COMPUTING APPROACH
Traditional second class management costs too much human resource, so this research will address this problem in a creative way.

3.1. Architecture Design

Fig. 1

3.2. Intelligent Management Machine Learning
In this research, a core activity is to classify various learning tasks from non-learning tasks. In order to fulfill this task, the KNN algorithm is applied to be the classifier.

3.2.1. Data Collection
In this research, second class is viewed in a broad sense, and this also means that various data will be included in this research. Useful information includes the activities, participants, and evaluation. Mainly, activity information refers to its form, lasting time, specific contribution to learning, etc.

Fig. 2

3.2.2. Data Processing
The collected data are raw data, which may be in various forms. In this research, it is supposed that mainly raw data include three sources, namely text, photo, and data from other Apps. All these data will be processed into recognised forms like Resource Description Framework (RDF) if they are not. After that, data are analysed with statistical method, and designated with value for later use. The process is illustrated in Fig. 2.

3.2.3. Feature Engineering
In second class management, distinguishing features include activity, category, and effect. Activity refers to what students do for second class. Category refers to which aspect this activity belongs to among the five, morals, intelligence, sports, aesthetics, or work. Effect is used to describe the contribution of the activity to the general second class requirement, and will be the report of the second class performance.

3.2.4. KNN Model
After data are collected, the classifier is engineered. KNN, as a learning method, functions through neighbour voting. The training sample are used to classify the test sample. The sample data are created based on the author’s working place, a Chinese three-year college. Data on second class are collected, and utilised as the training data and testing data. The model is trained based on those data.

3.2.5. Predicative Probability Calculation
This is mainly for data beyond the learning set. When they model encounter fresh samples, the model can apply the learned law to make predictions. This is also known as generalisation ability. The appropriate predictions on the second class activity can make the model intelligent and meet the goal of this research, which offers intelligent management of second class
activities.

3.2.6. Error Analysis and Evaluation
In model training, errors may occur. When the training ends, evaluations will be made concerning the testing results. Small samples of data are to be utilised to test the results. Usually, the ratio between the training and evaluation data is 4:1 or 7:3.

3.2.7. Parameter Tuning
In KNN model, k ranges from 3 to 7. It is to determine the value of k in parameter tuning.

4. CONCLUSION
Second class is an inclusive concept. This research holds that learning which happens after class belongs to second class. With the development of informatics, traditional management can be improved. The creativity in this research mainly lies in the application of computing techniques in the supervision of second class activities. It will spare much supervision labour of teachers. This research mainly raises a tentative exploration on this topic. In the future, more specific work awaits closer attention.

REFERENCES
Research on Innovation and Entrepreneurship Education based on the Teaching Practice of Exhibition Specialty in Higher Vocational Colleges

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Abstract: The talent training in higher vocational colleges should not only consolidate the professional ability from the perspective of professional skills, but also from the perspective of students' comprehensive quality, so as to better meet the needs of social development and construction with the training of compound talents. To carry out the teaching of exhibition specialty in higher vocational colleges, it is necessary to enable students to master professional theoretical knowledge and professional practical ability from the perspective of theoretical teaching. At the same time, the teaching practice of exhibition specialty in higher vocational colleges can also promote the development of students; comprehensive quality through the integration of innovation and entrepreneurship education and professional education, and embody the characteristics of professional teaching in innovation and entrepreneurship, Cultivate students' innovative and entrepreneurial ability in professional teaching. This paper mainly explores the organizational practice of innovation and entrepreneurship pedagogy in the teaching practice of consultation specialty in higher vocational colleges, puts forward educational optimization methods and teaching design schemes based on education.

Keywords: Higher vocational colleges; Exhibition specialty; Innovation and Entrepreneurship

1. INTRODUCTION

The education department emphasizes cultivating students’ innovative consciousness and training students’ Innovative Ability Based on the school education environment. Under the leadership of the competent education department, higher vocational colleges have organized a series of innovative and creative competition activities, and conducted comprehensive ability training for students through the combination of school education and innovation and entrepreneurship education. In the process of learning, students should master professional ability, and guide students to explore and forge ahead in social practice through the cultivation of innovative spirit and innovative consciousness, so as to ensure the long-term and sustainable construction and development of society. Higher vocational colleges are actively carrying out the integration practice of innovation and entrepreneurship and professional teaching. Under the specific school implementation environment, higher vocational colleges should also explore the direction of educational optimization based on the educational implementation background. There is an educational practice problem that the integration of innovation and entrepreneurship education and professional education is not deep enough in higher vocational colleges. When students carry out professional learning, the learning effect is good, and it also has a certain negative impact on the cultivation of students' good quality. The development of professional innovation and Entrepreneurship Education in higher vocational colleges should be carried out from the perspective of professional teaching. To explore the integration practice of innovation and entrepreneurship and professional training, we should also correctly understand the practical difficulties existing in the integration process of innovation and entrepreneurship and professional education, and explore the education optimization scheme according to the educational background.

2. CURRENT SITUATION OF INTEGRATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND PROFESSIONAL EDUCATION

There are differences in the integration entry point between innovation and entrepreneurship education and professional education. Higher vocational colleges have different departments responsible for professional courses, innovation and entrepreneurship education. Although the innovation and entrepreneurship department carries out teaching practice activities and emphasizes the cultivation of innovation consciousness and entrepreneurial ability, from the perspective of practical professional education, higher vocational colleges focus on teaching practice. The reform focuses on the improvement of professional ability and ignores the integration and unity of innovation and entrepreneurship education and entrepreneurship education.
education, which leads to the realistic educational dilemma that the integration quality of innovation and entrepreneurship and professional education needs to be improved[1]. Secondly, the combination of innovation and entrepreneurship and professional education is mainly organized from different perspectives such as curriculum teaching, theory and practice. Although higher vocational colleges have set up innovation and entrepreneurship pedagogy, there is a separation between innovation and entrepreneurship and professional courses in the implementation link. Innovation and entrepreneurship focuses on the training of students’ entrepreneurship and innovation ability, while professional courses provide students with theoretical and professional practical learning from the perspective of students’ professional quality. This kind of organizational situation with low combination of the two leads to some difficulties in students’ understanding and absorption of knowledge[2].

Under the background of educational practice, the combination between the two emphasizes different subjects and common educational innovation. Although higher vocational colleges intentionally add the purpose of innovation and entrepreneurship practical ability training to the professional courses, they focus more on the routine teaching practice of school enterprise cooperation and order training, while ignoring the main position of students. The school vigorously promotes innovation and entrepreneurship education, emphasizes awareness training and ability training, focuses only on theoretical learning and awareness training from the perspective of implementation, and ignores the training method of providing students with specific practical environment, which affects the organizational effect of innovation and entrepreneurship. The knowledge learned by students can not be applied to practice, which greatly reduces the effect of innovation and entrepreneurship education.

3. STRATEGIES FOR THE CONNECTION BETWEEN EXHIBITION TEACHING AND INNOVATION AND ENTREPRENEURSHIP EDUCATION IN HIGHER VOCATIONAL COLLEGES

The talent training of exhibition specialty should start from the social needs and explore the professional skills requirements of the society for the talents of the specialty. In the face of the comprehensive quality training requirements of innovation and entrepreneurship, the talent training of higher vocational colleges should start from different links such as practical teaching and theoretical teaching and closely integrate the two. Ensure that students’ ability training is closely connected with the society, and also ensure the continuous improvement of the quality of talent training in the school. Based on the educational practice background of exhibition specialty, the following specific measures can be adopted for innovation and Entrepreneurship Education:

(1) Research and practical teaching of exhibition projects

The training of exhibition professionals is inseparable from the organization of practical teaching activities, and different educational practice directions train students’ different abilities. In the organization process of practical teaching design, it is mainly in the form of given work tasks to enable students to understand and use different research methods in the process of students’ research, data collection and analysis of the project, and form the final conclusions and suggestions through students’ independent and spontaneous exploration and analysis of the project. Through the writing of the research report, the learning results of the first stage and the operation of a project are displayed.

Under the background of this kind of practical teaching in the direction of exhibition project research, the combination of innovation and entrepreneurship education and professional teaching can start from specific projects and exercise the vocational skills and professional abilities related to innovation and Entrepreneurship with students’ practical participation on the basis of students’ full cognition and understanding of the exhibition project.

When facing the actual research task, students should design the questionnaire from different projects and integrate the research data. This kind of research practice teaching with students’ practical participation as the core can not only exercise students’ professional ability, but also exercise students’ ability of unity and cooperation, Cultivate students’ innovative consciousness, and constantly train their entrepreneurial ability to undertake projects independently through the discovery, analysis and solution of problems in specific practical environment[3].

(2) Practical teaching of exhibition project planning

The training of exhibition professionals has different emphases, and exhibition project planning is an important professional direction for students. Teachers should actively explore the requirements for students’ comprehensive ability under the background of exhibition project planning and how to use project planning to obtain comprehensive training of various abilities.

In the process of guiding students to plan, teachers should exercise students’ ability to apply theory to practice. For exhibition planning closely connected with the market, teachers should also exercise students’ ability of project planning, cultivate students’ innovation ability from the perspective of novelty, and realize exhibition project planning through innovative product planning. Under the background of practical teaching, Comprehensive training for students’ thinking, logic, innovation and other abilities.

(3) Practical teaching of exhibition project operation
The training of exhibition professionals has different career directions. For different links such as research, planning and operation, the development of innovation and entrepreneurship education should also rely on different educational practice backgrounds to explore the practical way of integration of the two. The project operation of exhibition specialty is an important way for students to carry out practical training, and in this process, the organization of innovation and entrepreneurship teaching should also train students’ innovation and entrepreneurship ability through teachers guiding students to plan projects. There are many ways of innovation and entrepreneurship in the exhibition specialty, and students can integrate the exhibition professional knowledge in the process of specific project operation. In the process of project planning and operation, students can broaden the application channels of exhibition knowledge through thinking adjustment and effective solution of practical problems, and actively solve problems encountered by students, so that students can master the perspective of innovation and entrepreneurship under practical training, develop ideas, and exercise their special ability of practical optimization.

4. CONCLUSION
Under the background of the combination of innovation and entrepreneurship education and professional training, students, as the undertaker of the project, can not only smoothly implement the requirements of the exhibition work in the process of location selection, layout planning, design and merchant contact, but also cooperate in unity. In the process of project operation, they can continuously improve their ability to decompose the work structure and improve the unity and cooperation of enterprises. The ability to grasp the market, the training of various abilities and the provision of innovation and entrepreneurship practice situation in the school environment are used to fully exercise the students, the combination of innovation and entrepreneurship and professional education, the organization of talent training activities reflecting professional characteristics, the development of students’ innovation potential and the improvement of the organizational effect of innovation and entrepreneurship education of exhibition specialty in higher vocational colleges.

REFERENCES
Establishment and Practice of Occupational Safety and Health Management System in Coal Mining Enterprises

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Abstract: At present, the occupational safety and health management of coal mining enterprises in China has attracted more and more attention. Based on the deficiencies in the occupational safety and health management of coal mining enterprises in China, this paper deeply analyzes how to establish and practice the occupational safety and health management system of coal mining enterprises, including the determination of occupational safety and health policies and commitments, the planning and implementation training of organizations, the identification of hazards and risk assessment, control planning, emergency measures, etc. Implement the occupational safety and health management policy of coal mining enterprises into all links of the enterprise to effectively ensure the safety and health of employees.

Keywords: coal mining enterprises; Safety and health management system; practice

INTRODUCTION
Although the relevant government departments and coal mining enterprises in China have paid enough attention to the impact of coal mine occupational diseases on workers' families and society, the project initiation and supervision are not enough to control the hazards caused by the occupation from the source. At the same time, due to the low enthusiasm of some employers for the prevention and control of occupational hazards, the production technology level is backward. Poor equipment conditions and chaotic management. Therefore, in order to ensure the safety and health of employees in coal mining enterprises, it is necessary to establish a perfect occupational safety and health management system.

1. DEFICIENCIES IN CURRENT OCCUPATIONAL SAFETY AND HEALTH MANAGEMENT OF COAL MINING ENTERPRISES
(1) The management law is not perfect. The prevention and treatment of occupational hazards in coal mining enterprises are mainly supervised, identified and formulated by the Ministry of health. According to relevant regulations, coal mining enterprises need to distribute labor protection products that meet national or industrial standards to enterprise employees. However, in fact, the safety supervision department lacks corresponding inspection and implementation rules and rules for punishing violations. The relevant management laws on occupational safety and health are not perfect[1].
(2) The quality of law enforcement team is not high. As a highly technical business work, occupational safety supervision mainly supervises and inspects the occupational health situation in industrial, mining and commercial workplaces. However, there is a lack of technical personnel in this field, and the human and financial resources invested by governments at all levels in occupational safety supervision are not enough, which makes it difficult for the security inspection work to meet the objectives and requirements.
(3) The trade union system is not perfect. Unlike foreign full-time trade union personnel who pay taxes to carry out trade union work, in China, enterprises directly provide funds to trade unions. Therefore, this imperfect investment system makes it difficult for trade unions to give full play to labor protection supervision and inspection.

In addition, the lack of effective information communication in occupational safety supervision and management also affects the effective play of its supervision function.

2. REQUIREMENTS AND SPECIFIC MEASURES FOR ESTABLISHING SAFETY AND HEALTH MANAGEMENT SYSTEM IN COAL MINING ENTERPRISES
(1) Specific requirements for establishing occupational safety and health management system of coal mining enterprises. Firstly, as a part of the management of coal mining enterprises, occupational safety and health management should be consistent with the overall policies and objectives of coal mining enterprise management, and it is necessary to follow relevant management regulations and make full use of the resources of coal mining enterprises to effectively protect the safety and health of enterprise employees and relevant personnel[2]. Secondly, as a coal mining enterprise, the scope of occupational safety and health management system should be reasonably determined according to its own characteristics. For example, the whole coal mining enterprise or several relatively independent mine systems can be selected as the object, and the areas with coal and gas outburst in coal seams and coal...
seams with water inrush risk and other environments that may cause major accidents, as the focus of security inspection.

Thirdly, when establishing the documented scope of the occupational safety and health management system of coal mining enterprises, the complexity of the system should be consistent with the production characteristics of the enterprise, especially the working conditions that may lead to major accidents should be taken into account, so as to effectively avoid major hazards and effectively protect the safety and health of enterprise employees.

(2) Specific methods for establishing occupational safety and health management in coal mining enterprises.

First, in order to make all employees of the enterprise accept the management mode of the safety and health management system, coal mining enterprises should regularly organize employees to study and train, so that employees can fully understand the important role of the implementation of the occupational safety and health management system in the enterprise and individuals.

Second, in order to establish, implement and continuously improve the performance benchmark of the occupational safety and health management system, the initial review shall be used to preliminarily evaluate the existing occupational safety and health management system and its related management systems.

Third, use the results of the initial review to establish the occupational safety and health policies, objectives and management plans, reasonably allocate the functions of managers according to the standards of the system, and effectively determine the document structure, preparation resources and document list of the system, so as to complete the overall planning of the system.

Fourth, according to the characteristics of the coal mining enterprise, the planning, objectives, specific implementation and relevant review of the established occupational safety and health management system standards are stored in the form of documents.

Fifth, the production activities of all production parts and employees of coal mining enterprises shall be carried out in accordance with the standard requirements of the management system. At the same time, the occupational safety and health management system shall be tried out in coal mining enterprises to test and evaluate the planning of the system and the reasonable effectiveness of relevant documents.

3. OPERATION PRACTICE OF OCCUPATIONAL SAFETY AND HEALTH MANAGEMENT SYSTEM IN COAL MINING ENTERPRISES

(1) Further clarify the responsibilities of all leadership levels of the enterprise. According to the requirements of relevant laws and regulations, coal mining enterprises shall supply corresponding resources, set up safety production management departments in coal mining enterprises, and allocate corresponding management personnel. At the same time, several top management personnel as representatives, combined with the current management practice, shall be specially responsible for the construction, practice and regular performance review of occupational safety and health management system. The occupational safety and health legal requirements to be followed by all units shall be fully implemented based on the organization chart and function distribution table.

(2) Regularly conduct safety management training for employees. Coal mining enterprises shall adhere to the guiding ideology of "safety first and prevention first", make employees fully aware of the potential dangers and injuries at work, regularly organize employees to receive training on safety management contents such as coal mine production characteristics, potential hazards of working environment and self-rescue methods after accidents, carefully evaluate the skills of personnel at various posts and make corresponding selection. Improve their safety awareness. Through safety management training, employees can master common sense injuries such as gas explosion, water inrush hazard, mechanical vibration and electrical appliances in coal mining enterprises.

(3) Establish reasonable management system documents. In combination with the actual situation of coal mining enterprises, establish corresponding safety and health relationship system documents, such as the list of major occupational safety and health hazards, corresponding prevention and control measures, key post responsibilities, guidance documents of system framework, etc. Coal mining enterprises should also effectively plan the hazard identification, risk control and evaluation, establish corresponding management procedures, and realize the effective control of gas ventilation, dust, fire and water hazards. In addition, in order to minimize underground gas explosion, fire and other accidents, the management system should also establish corresponding emergency plans and corresponding measures to effectively avoid the potential dangers of coal mining enterprises.

(4) Review the performance of occupational safety and health management system. According to the law, the inspection frequency of gas alarm equipment, dust concentration and ventilation equipment shall be carried out according to the monitoring plan. The supervisors shall investigate and evaluate the risk hazards through effective procedures to find out the root causes of such hazards. At the same time, in order to test whether the occupational safety and health management system can effectively realize the effect of safety and health management, coal mining enterprises should also select relevant personnel, establish an internal occupational safety and health...
management audit scheme, and regularly review the performance of the management system.

Conclusion: in view of the problems existing in the occupational safety and health management of coal mining enterprises in China, such as confusion in management, insufficient understanding of workers, low quality of law enforcement team and imperfect management law, coal mining enterprises should determine the occupational safety and health policies and commitments according to relevant management regulations under the condition of making full use of enterprise resources. The organization's plan and implementation training, as well as hazard identification and risk assessment, control planning and emergency measures, so as to effectively ensure the health and safety of employees in coal mining enterprises.

REFERENCES


Analysis of Problems in English Translation of The Smart Bracelet Manual and Research on Countermeasures—Taking Jinxingxing Bracelet as an Example

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Abstract: With the development of information technology and the Internet, China's smart bracelet products are gradually favored by foreign users, but the English translation manuals of many products on the Chinese market are still not rigorous enough. Under the guidance of Skopos theory, this article makes a detailed analysis of the English translation manual of Jinxingxing bracelet, and adopts translation methods such as adding translation, subtracting translation, replacing words and adjusting word order to solve the translation problems. We hope this article can provide useful reference for the English translation manuals.

Keywords: Skopos theory; smart bracelet; English translation manuals

1 RESEARCH BACKGROUND
1.1 The General Situation of Development of Smart Bracelets in China
Smart bracelets cover a wide range of services and have a huge size of market. According to relevant data, China's smart bracelet shipments reached 25.91 million units in 2020, accounting for approximately 24.3% of the total annual shipments of smart wearable devices. The target consumers of smart bracelets are mainly fitness people with exercise habits and young consumers who are willing to try new technology products, of which the elderly account for about 21%.

1.2 The General Situation of English Translation Manuals of Chinese Smart bracelets
After field investigation, we found that some niche brands don't pay much attention to the contents of English manuals, and they usually adopt machine translation, resulting in many English translation errors in the English translation manuals of such smart bracelet products. We found that the products with English translation manuals tend to have more buyers, and the product praise rate and credibility are generally higher. This indicates that the English translation of manuals will affect consumers' product experience to a certain extent.

1.3 Example Selection of English Translation

Chinese smart bracelet products began to enter consumers' horizon in a large scale after 2012. Beijing Jinxingxing Trading Co. Ltd. was established in 2011 and it began to develop and produce smart bracelets in 2013. Its monthly online sales have reached more than 5,000. It is the only niche brand that ranks in the top fifteenth repurchase list, and the praise rate within 30 days is as high as 99.8%. Jinxingxing is one of the few niche brands with English translation manuals. The deficiencies in its English translation manuals are the common problems of most niche brand. Therefore, we take this bracelet as an example and use relevant translation theories such as Skopos Theory to find out the best English translation scheme.

2 THREE RULES OF TRANSLATION SKOPOS THEORY
The translation of manuals is highly communicative and purposeful. Only when the final purpose of the original text and the translated text are agreed, can the goal of introducing the product to consumers be achieved.[1] The rules and strategies of Hans Vermeer's Skopos theory include the three rules of Skopos, Coherence and Fidelity. Using Skopos theory as the theoretical basis to guide the translation of manuals has the advantage of being able to understand the purpose and nature of the product manuals more deeply, prompting the translator to clarify the translation intentions during the translation process.

3 ANALYSIS OF ENGLISH TRANSLATION UNDER THE GUIDANCE OF SKOPOS RULE
Skopos rule is the supreme criterion and first rule of translation teleology. Skopos rule is the highest criterion and primary rule of Skopos theory. It requires the translation to perform a certain function in the context of the translation, and can play its due role in the users of the translated text, even equivalent to the role of the original text.[2] Example 1: The bracelet is best worn after the ulnar styloid.

The manual of the smart bracelet is an information
text, and its purpose is to provide buyers with information that can help them use the bracelet correctly. However, “after” is generally used to refer to the sequence of time, such as “after 8 a.m.”, which translates as after 8 o’clock in the morning. So we suggest that Example 1 can be modified as follows:
The best place to wear the bracelet is behind the protrusion of the ulnar styloid.
Example 2: For the first time, make sure that the battery is in normal power. If the power is not turned on normally, please connect the charger to charge the device, and the bracelet will automatically turn up.

The purpose of this sentence is to let users who use the bracelet for the first time check whether the battery level of the bracelet is normal and whether can the battery level of the bracelet at this time support turn on the bracelet. If the battery is in low battery mode, users need to connect the charger to charge the bracelet. The original English translation of the manual translates the electric quantity into “in normal power”, but this phrase means “the state of being able to be charged normally”, which deviates from the original meaning and does not conform to the rule of Skopos. Therefore, we suggest adding “low” and “battery” to the translation as follows:
When using it for the first time, make sure the power is normal. If it is in a low battery mode and cannot be turned on normally, please connect the charger and the bracelet will be turned on automatically.

4 ANALYSIS OF ENGLISH TRANSLATION UNDER THE GUIDANCE OF COHERENCE RULE

The rule of coherence refers to intra-textual coherence, and the coherence of a translation will affect its communicative function. Therefore, under the guidance of this rule, the translator needs to take different translation methods and strategies to improve the coherence and readability of the translation and increase the effectiveness of the source language content and cultural transmission.[3]

Example 3: In the connected state, three alarms can be set, and after setting, they will be synchronized to the bracelet.

Example 4: In the connected state, enter the shaking photo interface, shake the bracelet, automatically take a photo after 3 seconds of counting down. Please allow the APP to access the album to save the self-portrait photo.

The above two translations are not only translated directly according to the literal meaning, but the subject expression is not clear, resulting in the lack of words, redundancy and other situations, which lead to the incoherence of sentences and do not conform to the coherence rule. We suggest Example 3 and 4 can be modified as follows:
When the bracelet is connected to the App, you can set three alarms in the App, and after setting, they will be synchronized to the bracelet.

When the bracelet is connected to the App, enter the shaking photo interface in the App and then shake the bracelet, the photo will be taken automatically after 3 seconds of counting down. Please set to allow the App to access the photo album to save the photo simultaneously.

5 ANALYSIS OF ENGLISH TRANSLATION UNDER THE GUIDANCE OF FIDELITY RULE

The rule of fidelity requires that any translation activities cannot be different from the original text, and should be faithful to the original text and the author[4]. The fidelity connotation contains two aspects. One is formal correspondence, which means that words should be tried to be corresponded in form only, and the structure and metaphor are similar to the original text. The other is the equivalence in terms of meaning, which means that the ideological content of the translation is required to be consistent with the original text, and there is no addition, deletion and change in the meaning.

Example 5: Bathing and swimming should not be worn.

Example 6: The flash drive restarts. Please check the phone memory information and try again, or exit the App and reopen it.

Example 5 and Example 6 are precautions when using the bracelet. Precautions mainly play a role of highlighting, so it is more appropriate to translate them into imperative sentences. However, the translation of Example 5 is not only inconsistent in the format of the translated text, but also does not use imperative sentences. Although the imperative sentence is used in Example 6, it does not conform to the normal English word order, which also violates the rule of fidelity. We suggest Example 5 and 6 can be modified as follows:

Do not wear the bracelet when bathing and swimming.

Please check the phone memory information and try again, or exit the App and reopen it when the flash drive restarts.

6 CONCLUSION

The manuals of smart bracelet plays an important role in the sales and reputation of smart bracelet. According to the current market demand and the characteristics of applicable people, the English translation product specification is necessary. In order to make the target language consumers better understand the product performance, the translation should follow the three rules of Skopos theory. Through the English translation analysis of the Jingxingxing’s bracelet manual, we hope to provide valuable reference and suggestions for the English translation of Chinese smart bracelet product manuals, and contributes to more niche brands in China.[5]

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REFERENCES
Motivation in English Learning of Vocational College Students

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Abstract: English as a worldwide used foreign language is of great importance in vocational education. In vocational college, college English is a generally required course, and every student is required to learn and pass English exam before graduation. But nowadays, the motivation of English learning for vocational college students largely decreases, which badly influences English teaching efficiency in vocational education. This study tries to explore the reasons for motivation decease and put forward some practical solution to stimulate English learning motivation of vocational college students.

Keywords: English learning; motivation; vocational college

1. INTRODUCTION
College English course is a generally required basic course for vocational college students. However, many students find it hard to learn, and their learning motivation decreases to some extent. As we know, learning motivation greatly influences learning effects. Therefore, analyzing reasons for motivation decrease of college students and try to find out ways to stimulate learning motivation is of vital importance.

2. MOTIVATION ANALYSIS
Dornyei pointed out that the motivation of foreign language learning has three levels: language level, learner level and language situation level [1]. Language level means different factors related to target language, for example, the politics, economy, culture of the foreign language speaking countries, or the practical value of the language. Currently, many vocational college students have little knowledge about politics, economy, culture of English-speaking countries. They only learn the words and expressions, grammatical rules of English, so they feel English course is really boring and they do not have any passion for it. In addition, they can not find the practical value of English learning and they do not know whether English is useful in their future career. So, in language level, vocational college students lack motivation of English language learning.

According to Dornyei, the second level is learner level. The learner level indicates factors that relate to learners themselves, such self-confidence, achievement need, self-efficiency and so on. According to Csikszentmihalyi and Nakamura, motivation can be divided into two categories: intrinsic motivation and external motivation. When one takes some actions for obtaining some external things that do not belong to the action, his motivation for the action is external [2]. For example, learning English is to pass the exam or get the certificate. However, if one enjoys the whole process of English learning and he is satisfied in the process, his motivation is probably intrinsic. Actually, some factors in learner level belongs to intrinsic motivation.

In vocational college, some students have weak foundation of English language before entering college. Usually, they have bad academic record of the English subject in middle school. They lack basic knowledge of English, such as pronunciation, word-formation, grammar rules and so on, and they also do not know the effective learning methods of English. They often look down upon themselves, in English learning and do not believe in themselves. They have low self-efficiency, and think college English course is too hard for them to achieve. Therefore, it is likely for them to give up English learning.

In addition, most vocational college students have low achievement need, because they seldom succeed in early education background, they hardly feel the sense of achievement in early experience. Consequently, they have low learning motivation in the second level.

The third level is language situation level, in which level motivation is greatly related to learning situation. Motivations can be divided into three categories: course-specific motivational components, teacher-specific components, group-specific components. Course-specific motivational components include factors related to course construction, course objectives and teaching materials, teaching organization and so on. These factors reflect the efficiency of course arrangement and its relevancy to learner’s learning objective and learning needs, and they greatly affect learner’s expectancy and interest for the course.

At present, in vocational college, English course construction is not largely based on the needs and objectives of learners. The English language ability of vocational college students varies greatly because they have varied educational background. Some from vocational middle school, some from common high school, and even some from social working situation.
with little educational experience. Therefore, it is hard for vocational college to make a unified course standard that is suitable for all students. In the same way, teaching materials, and teaching organization cannot well fit the students with varied educational background. According to Yang Jinyan, there is another phenomenon that is most vocational college students tend to lay much more emphasis on their major courses rather than public basic courses as college English, and they will not take much time and energy to learn English [3]

Teacher-specific components include factors as the personality or style of teachers, or the attention paid by teachers to their students. In vocational college, there are always big English classes with more than 80 students. It is really difficult for teachers to design group tasks or interaction activities in their class because it is hard to organize and control the whole class. Teachers usually adopt the method of lecture in their class: Teacher speak more but students engage less, and students only listen to the teacher and take notes. Students can hardly find out interest in class, and their learning motivation decrease to some degree. On the other hand, in big English class, it is hard for teachers to pay attention to every student. Without the attention and supervision of English teacher, some students with little initiative cannot follow the class, and at last they gradually lose the motivation for college English class.

Group-specific components are greatly related to the learning group which students are in, such as their English classmates, their administrative class, or their roommates in dormitory. In vocational college, students with good English ability, strong interest and learning motivation are less while students with low learning motivation and poor English foundation are more. So generally, the atmosphere in learning groups is usually not good for English learning and stimulating the motivation of English learning.

3. SOLUTIONS
Since there are so many factors that affect the motivation of English learning for vocational students, we can also try to explore and work out some practical solutions and suggestions to help to stimulate motivation of English learning.

(1). From the perspective of language level, we need to enable students to get an overall understanding of English, which tends to help them to know and find more interest from English, and then help to stimulate their learning motivation. We should try to add some more interest from English, and then help to stimulate English, which tends to help them to know and find to enable students to get an overall understanding of (1). From the perspective of language level, we need to stimulate motivation of English learning.

(2). From the perspective of learner level, we may try to increase the self-efficiency and achievement need of vocational college students in English course. Since the English ability of vocational college students is generally not very strong, and most of them have not performed well in English course in middle school, they don’t have self-confidence in English learning. Therefore, in college English class, we should help students to build self-confidence and help them have more successful experience of English learning, which will greatly help them to increase learning motivation of English. For example, tasks assigned to students should be carefully examined and should be suitable for students’ English competence. If tasks are too difficult for students to complete, they will have a sense of failure again, and it will do harm to students’ self-efficiency and decrease their motivation again. Another method which helps to stimulate motivation is that teachers may give students more positive feedback, and encourage them frequently instead of criticism and punishment.

(3). From the perspective of learning situation level, solutions will be given from three parts: course construction, teacher and learning group.
At first, course construction is a great factor which affects vocational college students’ English learning motivation. As we have talked in motivation analysis part, there are many problems in current course design. College English course is a public basic course that is required for all students no matter what their majors are, so at present English course has little relation with their major. Students usually think English course will not be useful for their future career, so they usually lay great emphasis on their major courses instead of English course. Therefore, course reform should be carried out in college English. We should change the course arrangements and teaching program and build new course objectives. College English course may be integrated into students’ professional talent training program and closely related to students’ major course program and future career. And teaching contents should be leaded by new teaching objectives, and they should be updated constantly to ensure that what we teach in class are keeping pace with the time and are close to the daily life and future career of students. In this way, students will be more interested and engaged in English course. To solve the problem by students from different sources and with different educational background and to improve teaching quality, we
advise to adopt stratified teaching program, which is to categorize students with different English competence into different teaching programs. For example, according to English entrance examination, students can be divided into Class A level, Class B level, Class C level. Students in Class A level are with the highest English competence, and with high learning objectives as to pass the College English Test Band 4 or to participate in national or provincial English competition. Students in Class B level are with medium English competence and with intermediate objective as to improve their English communication skills and be proficient in English communication in daily life and workplace situation. Students in Class C level are with low English competence and with basic objective as to learn some basic English language knowledge that they have not learned in early years, and to lay a solid foundation for future English learning and complete simple communication. And certainly, students in Class C level should pass the final English examination of every semester and get credit. In the stratified teaching program, students will have suitable learning objectives for them, which will largely help to stimulate learning motivation.

Next, teacher is another vital factor that will greatly affects students’ learning motivation. In current college English class, the number of students is really large, so it is hard for teachers to pay attention to every student, which is not good for stimulating learning motivation. Interaction between teacher and student is of great importance, so we suggest small teaching class, which provides more opportunity for interaction between teacher and students. Moreover, teachers need to be well trained in class-design strategy, class organization and teaching evaluation. They need to know more effective teaching methods and be able to design more varied class activity with which teachers may let students be more engaged in class. In this way, students may be more interested in the course and their learning motivation may be stimulated.

At last, influence from learning group will also help to stimulate or decrease learning motivation of college students. Therefore, educator should help to create a helpful learning atmosphere for English. In class, teachers need to give clear rules and regulations to lead students to the right way, and to set good examples which will help students to imitate, and additionally, to form English learning teams to encourage students to cooperate and help each other. For example, we may pick out “Excellent English Learning Dormitory” or “Excellent English learning student”. After class, we may hold some campus English activity or competition, such as English singing contest, English dubbing contest, English speech contest, English tour guide competition, and so on. These campus activities will help students to have fun in using English, and also help to create good English learning atmosphere.

According to Du Fuxing, the factors that affect English learning motivation is rather complicated and it is a systematic process to stimulate motivation which will need joint efforts of English teachers, education administrators and English learners themselves[4]. That true it is not an easy exploration. In this text, the author tries to analyze English learning motivation of vocational college students under the theory of Dornyei, and to give some solutions to stimulate motivation, hoping to help vocational college to improve teaching quality of English course.

REFERENCES
Research on the Development of Rural Preschool Education Under the Rural Revitalization Strategy

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Abstract: With the proposal of the rural revitalization strategy, the current situation of rural preschool education has attracted extensive attention. Because education is an important tool to help achieve the strategic objectives of rural revitalization, it is of great significance to develop rural preschool education from the perspective of rural revitalization strategy. Relevant departments should actively take effective measures to improve the conditions of rural preschool education, such as introducing teaching talents and advanced teaching facilities to ensure that new progress can be made in rural education. This paper mainly explores the development strategy of rural preschool education under the rural revitalization strategy.

Keywords: rural revitalization strategy; rural areas; preschool education; development; strategy

1. INTRODUCTION
Under the background of the new era, in order to accelerate the pace of agricultural economic development, improve the income level of farmers and promote the improvement of national comprehensive strength, the state has issued the rural revitalization strategic plan, which has a positive effect on realizing the development goals of rural areas, such as education revitalization, industrial revitalization, talent revitalization and cultural revitalization. As the saying goes, education should be regarded as a fundamental task crucial for generations to come. In order to speed up the development of the rural revitalization strategy, we need a good education system as the support. Preschool education is really the foundation of the education system. Therefore, it is of great significance to develop preschool education under the rural revitalization strategy. The following explores the development strategy of rural preschool education under the rural strategy.

2. ON THE SIGNIFICANCE OF THE DEVELOPMENT OF RURAL PRESCHOOL EDUCATION UNDER THE RURAL REVITALIZATION STRATEGY
China is a large agricultural country with a large rural population. With the accelerating process of world economic integration, the competition in various industries between countries has become more intense. On this basis, accelerating the pace of rural economic development will help to improve the comprehensive national strength. Rural preschool education is an important part of rural society, so the development of rural preschool education under the rural revitalization strategy can bring many positive effects.

2.1 IT IS CONDUCIVE TO THE REVITALIZATION OF TALENTS
Nowadays, the competition of comprehensive strength between countries is the competition of senior talent resources. It can be seen that excellent talents play an important role in various industries. For rural areas, a large number of talent resources with high comprehensive quality need to be used as the development support, give advice for rural economic development and lead the broad masses of farmers to get rich. The reason why the development of rural preschool education from the perspective of rural revitalization strategy is very helpful to the revitalization of talents is that under the original difficult educational conditions. The rural government does not have enough strength to provide educational opportunities for all children, resulting in many poor children, left behind children and disabled children unable to get reading opportunities. As we all know, preschool education is a key period for everyone to lay a foundation for learning. Receiving preschool education helps to improve children's thinking ability and innovation ability. [1] Therefore, with the proposal of the strategic plan for rural revitalization, it can not only accelerate the pace of rural social modernization, but also provide opportunities for the development of rural preschool education, and then more children will get educational opportunities to help them enter the campus to learn cultural knowledge and practical skills. In the long run, the quality level of talent training in rural areas will also be improved. There will be more excellent talents to invest in the new rural construction.

2.2 IT CAN CONTRIBUTE TO CULTURAL REVITALIZATION
From the perspective of increasingly frequent exchanges and cooperation in the cultural field between China and other countries, the phenomenon of foreign cultural invasion has become more and
more serious. As we all know, China has a long history of development, and many excellent traditional cultures have gradually precipitated in the long river of history, which has a positive impact on the progress of human civilization. Therefore, we must strengthen cultural education, improve people's awareness of cultural protection and inheritance, and lay a solid foundation for realizing the goal of building a cultural power. In the past, rural areas were constrained by educational conditions, resulting in the weak awareness of cultural inheritance of farmers, resulting in the gradual annihilation of many excellent folk traditional cultures, which is not conducive to the construction of a perfect cultural system. The implementation of the rural revitalization strategy will help to improve the development environment of rural preschool education, so as to effectively promote the combination of local culture and preschool education. In this way, preschool children can strengthen their learning and memory of local civilization and folk customs, and imperceptibly imprint characteristic local culture in the minds of preschool children. With the growth and development of children, local culture can be inherited and carried forward, which has a positive impact on improving the competitive strength of China's cultural undertakings.

2.3 IT CAN CONTRIBUTE TO THE COMPLETION OF INDUSTRIAL REVITALIZATION

From the perspective of rural revitalization strategy, vigorously developing rural preschool education is of great significance to achieve the goal of industrial revitalization. Because the development of rural preschool education helps to promote the overall improvement of rural education level. In the past, the majority of farmers did not have the opportunity to receive education, so they did not fully realize the importance of receiving education. Therefore, they did not pay much attention to children's education, resulting in many young people becoming the main force of farming and working, lacking professional skills and weak awareness of innovation. Obviously, it is not very helpful to achieve the goal of rural revitalization. By vigorously developing preschool education, we can gradually change the deep-rooted ideas of farmers and improve their attention to education, so that more school-age children can enter the classroom to receive formal education, expand the scope of knowledge and vision, and make use of professional knowledge and skills to make suggestions for rural economic development when they grow up. In addition, the development of preschool education from the perspective of rural revitalization strategy can liberate relatively young farmers' parents from investing too much energy in caring for their children, so as to have more time to receive skill training, become a new type of farmers with thought, ability and culture, and promote the realization of the goal of rural industrial revitalization as soon as possible.

3. RESEARCH ON THE DEVELOPMENT OF RURAL PRESCHOOL EDUCATION UNDER THE RURAL REVITALIZATION STRATEGY

In conclusion, the development of rural preschool education under the rural revitalization strategy has many positive effects. Therefore, the township government and various organizational departments should actively formulate plans to promote the development speed of rural preschool education and make full preparations for better and faster realization of the rural revitalization plan.

3.1 TO INCREASE FINANCIAL INVESTMENT

From the perspective of rural revitalization, vigorously developing rural preschool education has become a trend, which can provide sufficient human resources support for accelerating agricultural economic development. However, the goal of talent revitalization can not be achieved overnight, so relevant departments need to formulate perfect development plans. First of all, increasing investment is the guarantee to ensure new progress in rural preschool education. On the one hand, many preschool children in rural areas cannot receive education normally because of family poverty, which affects the smooth realization of the goal of talent revitalization. On the other hand, some rural economies are backward and do not have enough funds to update teaching facilities, which restricts the improvement of teaching quality. [2] Therefore, it is necessary to increase capital investment to improve the current situation. For example, township governments, county-level governments, enterprises and institutions should raise funds for the development of preschool education as soon as possible to ensure that all school-age children can have reading opportunities. The renewal of teaching facilities is conducive to stimulating children's interest in learning and improving the quality of classroom teaching. In the long run, It can help preschool children lay a solid foundation and realize the goal of talent revitalization and rural economic revitalization.

3.2 TO IMPROVE THE CONSTRUCTION LEVEL OF TEACHING STAFF

As the country pays more and more attention to quality education, we should pay more attention to cultural education, when carrying out rural preschool education from the perspective of rural revitalization strategy. Teachers should gradually guide preschool children to contact folk traditional culture, so as to impress them with the gorgeous traditional culture, which is of positive significance to the inheritance and development of traditional culture in the future. However, in order to improve the level of culture and education, it is necessary to improve teachers' comprehensive teaching quality. Therefore, rural schools must strengthen the construction of preschool
teachers, and establish a high-level teaching team through the implementation of measures such as improving teachers' access threshold, improving welfare treatment and regularly carrying out teaching and training activities. For example, when carrying out teaching and training activities, teachers should strengthen their understanding of traditional culture, so that teachers can give more accurate guidance to preschool children in the teaching process. After a long time of cultural learning, children can subconsciously have a deep memory of traditional culture. Therefore, local culture can become a helpful tool for rural revitalization. [3]

3.3 RATIONAL ALLOCATION OF PRESCHOOL EDUCATION RESOURCES

In the process of implementing the strategic plan for rural revitalization, industrial revitalization is an important link. However, in order to achieve the goal of industrial revitalization, it needs to be supported by many excellent talents. Obviously, the current social distribution of educational resources is unfair, especially for rural areas, where educational resources are far behind economic development. Therefore, relevant departments should take the initiative to take measures to improve the unfair distribution of educational resources, and pay more attention to rural preschool education. First of all, we should optimize the layout and try to realize the preschool education plan of "one village, one kindergarten" to facilitate the education of preschool children in each village. Secondly, relevant policies should be issued to encourage excellent teachers to realize professional value in rural areas and drive the quality of rural preschool education, so that young parents in rural areas can devote themselves to agricultural production activities, and more excellent talents from rural areas will help rural industrial development in the future.

4. CONCLUSION

To sum up, from the perspective of rural revitalization strategy, the development of rural preschool education can bring many positive effects and effectively promote rural areas to achieve the goals of talent revitalization, cultural revitalization and industrial revitalization. Practice shows that by implementing measures such as increasing financial investment, strengthening the construction of teachers' team and rational allocation of educational resources, rural preschool education can fully reflect its own value and help the implementation of rural revitalization strategy.

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Project in Liaoning Province: 2022 college students' innovation project Dream Building and Guarding, Childlike Innocence and Action - Rural Preschool Education Revitalization and Wisdom Support Studio

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Difficulties and Countermeasures of Applying Project-Based Learning in Vocational Education

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Abstract: Under the background of vigorously developing vocational education in China, different scholars have put forward different means and strategies to improve the quality of vocational education. Project-based learning has attracted the attention of many vocational education researchers because its teaching methods and characteristics are consistent with the requirements of vocational education. However, some problems have been exposed in the practical application of vocational education. This paper reflects on the past literature review and practical experience, in order to put forward corresponding solutions and promote the high quality and high quality development of vocational education in China.

Keywords: project-based learning; vocational education; teaching quality

INTRODUCTION

In recent years, the Party Central Committee and the State Council attach great importance to the development of vocational education. The “National Implementation Plan for Vocational Education Reform” has made clear the construction plan for running vocational education in the new era, declared that the pattern of great reform and development of vocational education has basically formed, and vocational education has entered a historical critical period of improving quality and quality. Vocational education has entered a critical period of history. In vocational education, the traditional lecture method cannot meet the learning needs of students, and the mechanical knowledge learned by students cannot meet the needs of society for high-quality vocational talents. Project-based learning has a rich application prospect in the field of vocational education, and there have been many studies on the application of project-based learning in vocational education at home and abroad. However, project-based learning in China’s vocational education has also exposed many problems. This paper intends to put forward relevant solutions based on the relevant theoretical discussion and practical exploration by combing the relevant concepts and paying attention to the problems exposed by the current application of project-based learning in vocational education.

THE PRESENT SITUATION OF APPLYING PROJECT LEARNING IN VOCATIONAL EDUCATION

The connotation of project-based learning

Project-based learning, as a learning model based on constructivism theory, has been widely concerned by scholars and educators at home and abroad in recent years. Standards-Focused PBL is defined as ‘a set of systematic teaching methods’ by Buck Institute of Education. It is not only a process of exploring complex and real problems, but also a process of carefully designing project works, planning and implementing project tasks. In this process, students can master the required knowledge and skills.

The fit between project-based learning and vocational education

Traditional vocational education is mainly based on knowledge teaching, but students’ input and acquisition will be greatly different due to the difference of teachers’ performance and students’ individual differences. Encouraging students to learn from low-level knowledge to master high-level skills is the key link of project-based learning. Its main points include: paying attention to the process of students’ role transformation, to the process of students’ innovative design, to the process of students’ cooperative inquiry and subject integration, to the generation and reporting process of students’ works, and paying attention to the process of students’ evaluation and reflection.

These points are of great benefit to the improvement of teaching performance in vocational education. They can solve the problems in traditional vocational education that focuses on imparting knowledge, and enable students to play a greater role in real work situations and social positions. Therefore, the application of project-based learning in vocational education has profound theoretical and practical significance for the high-quality development of vocational education.

Present Situation of Project-based Learning in Vocational Education

ACADEMIC PUBLISHING HOUSE
At present, many vocational colleges explore the application of project-based learning in vocational colleges in practice. Combined with the requirements of national secondary vocational education demonstration school project construction, some schools have gradually implemented the six-link teaching mode of “competency-based project”, and realized the “three transformation” process from teacher-centered to student-centered, from textbook-centered to project-centered, and from classroom-centered to actual situation-centered. Some researchers have found that the traditional teaching content is lack of systematicness, despising the practicality and practical skills of knowledge, and lacking a real working atmosphere. Students’ professional quality cannot be developed. The application of project-based teaching method in vocational teaching classroom can effectively improve the level of knowledge acquisition and skill operation of vocational education students. But the application of project learning in vocational education also exposes many problems.

2 THE DILEMMA OF PROJECT-BASED LEARNING IN VOCATIONAL EDUCATION

(1) Lack of teachers who can make good use of project-based learning in the classroom
Many teachers are still accustomed to the traditional teaching method based on knowledge teaching, and project-based learning has higher requirements for teachers’ knowledge integration ability, teaching practice level and classroom control ability. However, the current teaching staff in vocational education cannot meet the requirements of using project-based learning well in the classroom. Teachers have not received systematic training of educational theories and methods, and their teaching ability is relatively low, especially the weak ability of curriculum development. It is difficult to integrate new knowledge and new technology into teaching according to the needs of enterprises. This leads to the fact that project-based learning becomes a mere formality and becomes another teaching mode of knowledge teaching. Students’ enthusiasm and interest in learning cannot be stimulated, and the real role of project-based learning cannot be fully played.

(2) “Project” in project-based learning do not meet the actual needs of society
Project-based learning is in full swing in various vocational colleges, but the problem exposed in the actual operation process is that although teachers have paid more attention to the combination and design of relevant knowledge of textbooks, their arrangement ability is not strong, and the designed projects cannot really improve students’ practical ability and level. As a result, the level of projects that students need to face in the real work environment is not at the same level as the level of projects learned in the classroom, which cannot meet the desire of enterprises for high-quality vocational and technical talents.

(3) The content of project-based learning lacks systematic arrangement
Because the course of project-based learning needs to rearrange the original knowledge in the textbook, the logic and mode of its design are different from the traditional teaching methods. Traditionally, the content of each lesson may be set up, and there is little correlation between the content of the course and the content of the course, which leads to the lack of systematic and integrated grasp of the content of enterprise practice in vocational practice, and can not meet the needs of enterprises for professional talents. Therefore, it is necessary to use project-based learning to recombine the content. However, due to various factors, the current project-based learning content arrangement lacks systematic integration and arrangement. Therefore, in the future, it still needs to be further strengthened to improve the quality of project-based learning curriculum content design system.

3 THE COUNTERMEASURES OF PROJECT-BASED LEARNING IN VOCATIONAL EDUCATION

(1) Construction of project-based teaching ability oriented teacher training
In order to strengthen the practice-oriented training curriculum system, comprehensively reform the role of vocational teachers in the teaching process, first of all, the design of teacher training should not follow the path of theory and practice, but should run the concept of project-based learning throughout the whole training. Secondly, in the recruitment and selection of teachers, it is necessary to improve the attractiveness of high-quality and high-level talents. Specific measures include the introduction of high-level talents, giving corresponding treatment to reflect respect for talents, and strengthening the reserve power savings of vocational teachers, so as to perfect the development of high quality vocational education.

(2) Restructuring knowledge to meet project-based learning needs
The project curriculum requires the knowledge to be evenly distributed to each project, which requires: 1) thoroughly decompose the original knowledge system in units of projects; 2) Breaking the mindset does not require students to immediately master all the knowledge required for a project, but can master these knowledge in the process of completing the project one by one; 3) The setting of each project should not be too large, so as not to support too much theoretical knowledge, resulting in more difficult teaching organization. For larger projects, they can be decomposed into modules for teaching. Generally, each module is 2 – 4 hours, which can also make students often feel successful in learning; 4) Some traditional theoretical knowledge, in fact, can be transformed into practical projects to introduce; 5)
Focus on project selection in project-based learning. Developing project courses, as the name implies, must select projects. The current debate is whether project selection should be after or before knowledge analysis. According to the principle of vocational project curriculum, project selection should be carried out in two steps. The first step is to use the work analysis technology to decompose the work system and obtain formal work projects. The second step is to further select typical products or services to make work items specific. The selection of typical products or services should not only fully consider its typicality, so as to achieve the purpose of allowing students to be similar, but also fully consider the characteristics of local economy, thus reflecting the locality of vocational education.

(3) Detailing the sequence arrangement of project-based learning project content
The content ordering of subject curriculum is carried out according to the internal logic of knowledge. The project curriculum replaces the knowledge logic with the work logic, and the ordering clues of its curriculum content need to be found in the relationship between projects. Generally speaking, there are three logical relationships in work items:

1) Progressive, that is, these items are arranged from low to high according to the degree of difficulty;
2) Parallel formula, that is, there is no difference in complexity between these projects, there is no obvious relationship between them, such as the production of different dosage forms in pharmaceutical production. Of course, there are only some relatively broad projects listed here. In the process of curriculum development, further decomposition should be made according to the curriculum objectives and requirements, so as to obtain more specific projects.

(4) Clarifying the positioning of project-based learning in vocational education
Vocational project courses focus on tasks and take typical products as the carrier, not only emphasizing the skills and skills needed to train students to complete tasks and obtain typical products. Project curriculum emphasizes the value of completing tasks and obtaining typical products, but it also emphasizes the importance of guiding students to further construct complex professional theoretical knowledge on this basis. Project course is not to deny the learning of professional theoretical knowledge, but emphasizes to learn them in the process of combining with specific tasks and typical products, which is not only beneficial to stimulate students' interest in learning, but also conducive to the formation of knowledge and action production structure.

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The Construction Status and Optimization Plan of the News Translation Section of the English Version of the Hengyang Municipal Government Official Website

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Abstract: As a significant medium to promote city image, government official websites are critical. This article, based on the analysis of the status quo of news translation section in the English version of Hengyang official website, summarizes the construction of news translation section and proposes optimization scheme, for the purpose of the international publicity of Hengyang.

Keywords: news translation; government official websites; optimization scheme

1. INTRODUCTION
In the process of China's internationalization, the establishment and dissemination of a city's external image has not only gradually become one of the most important parts of China's international image shaping, but also an important way for cities to improve their international influence and competitiveness. There are many ways for domestic and foreign people to obtain information about a certain city. In addition to English channels, English newspapers, and English (business) websites, the most direct way is to use the city's government English website. Therefore, the government's English website has become a bridge between the government and foreign people, and has become one of the most direct media to promote economic development and cultural dissemination. This means that the external communication of the image of Hengyang City is closely related to the construction of the English version of the Hengyang government official website. Since 2010, the E-Government Office of the Hengyang Municipal Government has entrusted Hengyang Normal University to be in charge of the English version of Hengyang government official website. In recent years, the website construction has achieved good results. In 2011, it ranked eighth among the same-level websites in the country. It ranked fifth in 2012 and ranked third in 2013. In recent years, the construction of this website has been making steady progress.

Based on the analysis of the current situation of the English website, this article investigates and sorts out the status quo of the website operation and maintenance and news translation, and puts forward suggestions and suggestions for improvement in response to some issues, so as to promote the external image of Hengyang City.

2. WEBSITE OPERATION AND MAINTENANCE AND ITS OPTIMIZATION PLAN
2.1 Website Operation and Maintenance
The English portal website of the Hengyang Municipal Government has established 7 first-level columns and 30 second-level columns. Whether in terms of scale, international construction, or in terms of function and commercialization, it has been comprehensively improved. The website operation and maintenance tasks are as follows:
1. Strengthen the construction of the system, clarify the standards for the information collection and display modules of the English website, and standardize the display of information.
2. Strengthen the construction of the website content system, ensure that the website has sufficient information, and further enhance the international influence of the website. In conjunction with the development of related activities, further strengthen the construction of hot news, video news, photo reports, professional charts and other contents, and reorganize and sort out the various columns to make the content of the website rich and colorful.
3. Strengthen the construction of user experience service functions. Further optimize website columns and functional navigation, and expand user participation by increasing online customer service functions and enhancing website search functions.
4. Further strengthen the security construction of the portal website. On the one hand, it consolidates the three-dimensional security protection system, strengthens the access control between the website application platform and the website database, optimizes the website program, and eliminates code loopholes. On the other hand, an English website information system operation and maintenance team composed of senior professor Heng and network engineers has been established to monitor the availability and reliability of English websites in real time, and at the same time record the information.
published by all sites and the availability of the websites.
5. Strengthen the construction of website-related systems. A number of network security rules and regulations have been formulated based on the characteristics of the municipal government’s English website information system. A complete system guarantee system has been established in terms of website operation guarantee, content release, information acquisition, editing and review to ensure the normal operation of the website.

2.2 Optimization Plan
1. Further strengthen the integration of information, strengthen the integration with the website portal and the internal and external related business systems of the municipal government agencies, and achieve the goal of unified display, information resource sharing, and high integration of functions through resource integration.
2. Further strengthen the construction of website influence, introduce the social and economic effects of English websites into the evaluation of website construction, and evaluate the website objectively and quantitatively according to the corresponding indicator system, from the perspectives of cost-benefit analysis, business transactions, and replacement rate. Consider the application effect of the website, promote the construction of the website, and pursue the maximization of the output of the website.
3. Promote and strengthen the construction of multilingual portal website versions, and promote the internationalization of portal websites. Continuously deepen the construction of foreign-language websites in terms of technology, function and content, and strengthen the investment of foreign-language website operation and maintenance personnel, so that foreign-language websites can be built to be useful and truly effective.
4. The English website will be innovatively developed in terms of form and service form, that is, gradually changing from simply publishing public information to providing classified information services based on the needs of different users. The new model of user-centric and service-oriented website application has injected new vitality into the sustainable development of the website.
5. Give full play to the role of the website, establish a unified cultural display and promotion platform for Hengyang, gather the citizens internally, attract foreign friends and merchants externally, and publicize the government’s social responsibility and the long-term sustainable development of Hengyang’s politics and economy on the website.

3. NEWS TRANSLATION CONSTRUCTION AND ITS OPTIMIZATION PLAN
3.1 News Translation Construction
1. Translation Group
In order to upload news on time with quality and quantity every day, we make full use of the resources of students and teachers to form a translation group in which students and teachers are responsible for their own tasks, and establish a QQ group that is convenient for contact and communication, and specify the respective tasks and responsibilities of group members. First of all, in order to ensure the source of the news, we basically choose the local news on the Chinese website of the Hengyang Municipal Government, the Red Net and 0734.com. Secondly, Chinese news editors are arranged in the group to provide the translation team with Chinese news articles and related pictures, which will be sent to the group mailbox on time; the translation group consists of five teams, each composed of five teachers. They form a shift responsibility system from Monday to Saturday, responsible for organizing students to translate the news of the day, and upload them after modification and review; finally, in order to ensure the quality of the manuscript, the review team arranged a second and third review, which were respectively in charge of the professors of the School of Foreign Languages, and foreign experts have also been hired as reviewers.
2. Translation work
Before the operation of the translation section, the teachers in charge of the translation organize and arrange students to join the news translation team, responsible for the training of students' English news translation, exchange news translation experience with students many times, and upload relevant books on English news translation in time, encourage students to read more, and use their own teaching advantages to encourage students to do more English translation training, and achieve good results. However, in the actual operation process, the students of the School of Foreign Languages do not have too many problems with news translation, but there are many problems in the grasp of specific topics. After all, the students have not been trained in the news translation system. In view of this situation, the teachers adjust their plans in time and use their own teaching convenience to select some outstanding students from the School of Journalism, specializing in the topic selection of Chinese news, so that the reliability and accuracy of the news sources of the website can be guaranteed, and the time of the students of the School of Foreign Languages can also be saved, so that students of the School of Foreign Languages have more time to translate news into English. This not only improves the timeliness of news, but also improves the level of news translation. This work is currently in the exploratory stage, and teachers in the translation section will make adjustments at any time according to the situation.
Due to the large amount of information in the translation section, the update speed is fast, which requires every teacher in the translation section, especially the new teachers, to have a strong sense of
responsibility. Teachers have overcome all kinds of difficulties and insisted on carefully revising the news translation manuscript submitted by the students the night before when they have a task, so as to be accurate and correct so that the news can appear on the website in time the next day. As the second, third, and proofreader, the manuscript must be reviewed and proofread every day, the content of the news must be carefully verified, the quality of the translation must be checked, spelling and grammar must be proofread to prevent negligence and omissions, and sometimes correct them. The layout is constantly adjusted to make it more beautiful.

3.2 Problems and Suggestions Encountered in News Translation
Judging from the current operation situation, we have encountered some problems, and also have some ideas and suggestions:
1. Translation content is actually a means to test the teaching level. It is recommended that relevant courses be set up in the upper grades, especially translation classes. Experienced teachers, or senior experts in journalism can be invited to guide senior students. News translation, at the same time, it can also provide backup talents for website news translation.
2. Although in every update of the news, the teachers give priority to photo news, but there are relatively little photo news in the updated news.

3.3 Optimization direction
1. Choose more students who are excellent in news translation to join the translation team to improve the quality of news translation on the city government website.
2. Upload more translations of photo news and enrich the news translation construction of the English portal website of the Hengyang Municipal Government.

4. CONCLUSION
As the network and electronic work of government offices has become more popular and intensified, as an important part of the Hengyang City Government’s government website, the construction and management system has been improved and further standardized since the upgrade and revision of the Hengyang City Government’s English website in 2012. The column settings have been improved to make the functions of each section clearer, the column settings are more orderly, the overall structure of the website, page layout, column settings, and artistic binding levels have been continuously improved, and the service functions have been further enhanced. In recent years, it has been ranked among the top in the performance evaluation of English websites of municipal governments across the country, effectively improving the soft power of Hengyang City and enhancing the internal and external online image of Hengyang municipal government.

REFERENCES
Research on Teaching Practice of Basic Courses of Art Design Specialty in Colleges and Universities

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Abstract: In recent years, with the rapid development of China's social economy, higher requirements are put forward for professional art design talents, which also makes the basic course teaching of art design major in colleges and universities face new challenges. Although the basic course teaching of art design specialty in colleges and universities covers a large number of rich theoretical knowledge and skills of art design, it is difficult for the basic course teaching to play an important role, due to various practical problems in teaching practice, such as the lag in the basic course setting, the lack of practicality of teaching methods, etc. We need to formulate effective solutions from multiple angles. The first is to optimize the basic curriculum; the second is to enhance the practicality of basic curriculum teaching, and the third is to pay attention to cultivating students' thinking and emotion, so as to strengthen the positive effect of basic curriculum teaching of art design specialty and enhance students' art design literacy level.

Keywords: colleges and universities; art design major; basic courses; teaching practice

1. CONNOTATION OF BASIC COURSE TEACHING OF ART DESIGN SPECIALTY IN COLLEGES AND UNIVERSITIES

The teaching of basic courses of art design specialty in colleges and universities involves many aspects, such as structural design, fashion design, interior design, etc. These teaching contents all reflect their distinctive characteristics. Therefore, in the process of teaching basic courses of art design specialty, colleges and universities generally formulate targeted teaching contents and plans according to the characteristics and requirements of the specialty, to ensure that the teaching of basic courses of art design specialty in Colleges and universities can meet the needs of students' art design. [1] Compared with traditional art majors, the basic course teaching of art design majors in colleges and universities not only provides students with basic color and other relevant theoretical knowledge, but also pays attention to cultivating students' basic design thinking and skills from many aspects and angles. For the basic course teaching of art design specialty in colleges and universities, it is very important to guide students to establish a certain artistic creation thinking, which is also the core content of the basic course teaching of art design specialty in colleges and universities. Based on this, in the teaching of basic courses of art design specialty in colleges and universities, teachers will teach some description skills or sketching techniques, and also carry out targeted training on students' art design thinking to deepen students' perception of art. In addition, teachers will start with professional needs to carry out basic course teaching, so as to ensure that the basic course teaching of art design specialty in colleges and universities can lay a good foundation for students' employment in the future.

2. PROBLEMS EXISTING IN THE TEACHING OF BASIC COURSES OF ART DESIGN SPECIALTY IN COLLEGES AND UNIVERSITIES

2.1 THE CURRICULUM SETTING IS LAGGING RELATIVELY

At present, the teaching of basic courses of art design specialty in colleges and universities lags behind, which affects the overall quality and effect of teaching activities. In fact, the basic course teaching of art design specialty in colleges and universities should give more consideration to students' art design ability. However, in the specific teaching practice, in order to cultivate more art and design talents and meet the development needs of the market economy, some colleges and universities have expanded the total number of students majoring in art and design, and even added many similar art and design majors, without setting special basic courses based on students' artistic literacy. As a result, the basic curriculum of art design specialty in colleges and universities reflects an obvious lag, which leads to the disconnection between the theoretical teaching of basic curriculum and the actual employment of students. The students of art design specialty can not find a satisfactory job after graduation, which also affects the employment rate of colleges and universities.

2.2 THE TEACHING METHODS OF BASIC COURSES ARE NOT PRACTICAL ENOUGH
More and more colleges and universities have realized the important role of the practical teaching methods of the basic courses of art design specialty, and have carried out various forms of practical teaching of art design specialty, but there is still a lack of practicality of the teaching methods. The teaching methods of the basic courses of art design specialty in some colleges and universities are deeply influenced by the traditional teaching ideas, and still focus on the traditional teaching materials. Students are in the position of passively accepting knowledge in classroom teaching. At the same time, there is a lack of emotional interaction between students and teachers. Students can not deeply understand and understand the essence and connotation of art design, and can not skillfully master the relevant skills of art design due to the lack of opportunities for practical operation, resulting in low enthusiasm of students in learning. Even some students have psychological resistance and exclusion. In addition to the influence of traditional teaching ideas, the basic course teaching of art design specialty in colleges and universities is still in the primary stage of development. There is a lack of investment in both teaching funds and practice base construction. These factors affect the practicality of basic course teaching methods. Colleges and universities need to formulate perfect solutions to enhance the practicality of basic course teaching methods.

THE SPECIFIC PATH OF TEACHING PRACTICE OF BASIC COURSES OF ART DESIGN SPECIALTY IN COLLEGES AND UNIVERSITIES

3.1 TO OPTIMIZE THE BASIC CURRICULUM

Adjusting and optimizing the setting objectives and processes of basic courses of art design specialty can help colleges and universities cultivate high-quality art design talents, so as to meet the urgent needs of society for art design talents, and also help to improve the employment rate of art design graduates. On the one hand, colleges and universities should adopt the teaching method of teaching students according to their aptitude to set up the basic courses of art design specialty. This is because most of the teaching objects of the basic courses of art design specialty are freshmen and sophomores. They have not received systematic art design teaching. Teachers should carry out scientific phased teaching, including basic course teaching, improvement course teaching and innovative course teaching, according to the learning situation of students' learning attitude and psychological characteristics, which can not only help students with low learning ability master the necessary theoretical knowledge of art design, but also cultivate artistic creation thinking for excellent students. On the other hand, teachers should clearly realize that the setting of basic courses of art design specialty is mainly to realize the deep integration of art theory and practice. Based on this, teachers should pay attention to the cultivation of students' art application ability in the process of setting basic courses, and formulate the teaching objectives and requirements of basic courses based on the requirements of different majors.

3.2 TO ENHANCE THE PRACTICALITY OF BASIC COURSE TEACHING

First of all, teachers should break the limitations of traditional teaching ideas, provide students with rich practical operation opportunities and platforms, carry out special practical teaching activities for space teaching and material teaching, let students feel the charm of art design in hands-on operation, and guide and encourage students to be good at using art design theoretical knowledge to solve various problems. Advanced new media technology and computer technology can also be used to expand the space of practical teaching of art design and promote the diversification of teaching methods of basic courses. This can not only improve students' learning enthusiasm and initiative, but also encourage students to master necessary art design skills with the help of sufficient practical teaching. Secondly, colleges and universities should pay attention to the accumulation of teachers' practical teaching experience. They can invite experts in the field of art design to give special lectures on art, or provide teachers with a platform for off campus training and peer exchange, or recruit some teachers with rich practical teaching experience, so as to improve the overall level of teachers in basic course teaching. Finally, colleges and universities should increase the investment in the practical teaching of art design specialty, establish a special art design practice base, strengthen the mutual cooperation with art enterprises outside the school, and provide necessary support and guarantee for the basic course teaching of art design specialty through the cooperation between schools and enterprises.

3.3 TO PAY ATTENTION TO CULTIVATING STUDENTS' THINKING AND EMOTION

The teaching of thinking and emotion is very important in the teaching of basic courses of art design specialty in colleges and universities, but at this stage, many students' thinking and emotion have not been effectively cultivated, resulting in their low ability of thinking expansion and expression. Due to the examination oriented education in China, the learning of theoretical knowledge has become the core and focus of education and teaching. There is a lack of training for students, which hinders the effective expansion of students' thinking. This phenomenon is also very obvious in the basic course teaching of art design specialty in colleges and universities. Therefore, teachers should take effective teaching methods and means to enhance the activity of students' thinking, encourage students to express themselves bravely, not limited to inherent thinking, so as to effectively cultivate students' thinking emotion. For example, in the teaching of the basic course of UI interactive design, teachers can first
analyze the connotation and characteristics of UI interactive design, and then create different forms of interactive environment for students, so that students can experience the artistic emotion and thinking conveyed by UI design in a real and vivid interactive environment. Next, teachers can guide students to use the theoretical knowledge of art design to put forward new forms of art expression, stimulate students’ art design potential, and finally guide students to formulate new and perfect schemes. In this way, it can help students break the limitations of inherent thinking and bravely put forward their own ideas and explanations. In the long run, students’ thinking and emotion can be greatly improved.

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Research Review on Tourism Gaze at Home and Abroad

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Abstract: Tourism gaze has become an important tool for tourism planning and development research at home and abroad. The theory has developed from a single tourist gaze in the early stage to a multi-agent gaze system such as tourists, hosts, tourism planners and the government. Scholars at home and abroad mostly conduct qualitative and quantitative research; the research methods are comprehensive, and interdisciplinary research is increasing. A series of studies have been carried out and focus on tourist experience, cultural changes of tourist destination, host-guest relationship, power structure of tourist destination, image of tourist destination and so on. Foreign scholars focus on the power relationship between hosts, while domestic scholars focus on applied research such as tourist experience, cultural change and protection of tourist destination, tourism marketing and so on.

Keywords: tourism gaze; research methods; research theory

1. INTRODUCTION
"Tourism gaze" has become an important research and analysis tool for tourism planning and development. Scholars at home and abroad have rich research from different perspectives. Combining the relevant research directions and contents at home and abroad is conducive to further enrich the application of the theory in tourism practice and promote the further development of tourism gaze research.

2. FOREIGN RESEARCH ON TOURISM
Foreign research mainly focuses on the following aspects: ① the research on concept, nature and classification. Based on Foucault's thought, John Urry first put forward the concept of "tourism gaze" in 1990. [1] Relevant theories believe that "tourism gaze" is the result of the integration and abstraction of tourism desire, tourism motivation and tourism behavior. It has the characteristics of life reversal, dominance of tourists' experience, vertical and horizontal change, symbolism, sociality and host guest inequality. It is a force imposed by tourists on tourist destinations. ② It is the visual category, tangible and instrumental research of "tourism gaze" theory. [2] Such studies emphasize the original meaning of "gaze", rely on the role between tourists and the host of the tourism destination, and pay too much attention to tangible means such as photography to verify the relevant theories of "tourism gaze". It is more common for foreign scholars to use "tourism gaze" as a research tool to make an empirical analysis of tourist experience in combination with cases. ③ It is the perspective of subject-object relationship right of "tourism gaze" theory and the study of cultural change of tourism destination. [2] Such studies focus on the right game between strong culture and weak culture, that is, tourists' single gaze at the host of the tourism destination; tourists have a decisive position on tourism consumption, and then affect the cultural change of the tourism destination. ④ It is an expanded research on the theory of "tourism gaze" [3]. The theory of "tourism gaze" has been developing continuously in practice. Some scholars have also begun to pay attention to and revise the concepts of "host gaze" and "two-way gaze", and advocate that the gaze process is mutual. As an analytical tool, tourism gaze theory has been widely used in rural tourism planning, tourism destination image design, tourist product design and so on; Erry himself updated and reprinted The Tourist Gaze twice, [1] which expanded the theoretical framework of "tourist gaze".

3. RELEVANT DOMESTIC RESEARCH
Domestic research on tourism gaze mainly focuses on the following aspects: ① research on concept introduction and theoretical improvement. Liu Danping first introduced the related concept of "tourism gaze" in 2007, [4] and studied and summarized the development process of Yuenyang Hani Terrace tourism destination with photographic pictures as the research path. Therefore, other relevant domestic scholars have carried out localization research on the theory of "tourism gaze". Such research mainly involves the multi-interest and multi-agent tourism circular gaze system, as well as the invisible gaze and expert gaze. ② It is an application research of tourism experience centered on the perspective of tourists. [5-6] In such studies, relevant domestic scholars focus on using the visual tools in the "tourism gaze" theory to study the gaze results of different participants in tourism activities, especially focusing on tourists, so as to improve the planning and design of tourism products. Relevant studies mainly include the research on tourists' tourism motivation, tourism experience quality,
tourists' behavior and tourism destination image design. ③ It is the research on the host-guest relationship and power between tourists and hosts. [7] Domestic scholars believe that tourists have a dominant position in the tourism field, but tourism government departments, tourism enterprises and hosts have different effects on tourists. Therefore, tourism gaze reflects a social organization and multi-dimensional power relationship. Based on the differences in the social composition of tourists and the different characteristics of the "tourism gaze" theory, this kind of research believes that the power between tourists and hosts is not equal, and advocates that the two sides are dialogue rather than gaze. The dialogue relationship can enhance the cultural confidence of the host of the tourism destination, which is conducive to cultural protection and sustainable development. ④ It is the research on cultural change, social and cultural development and protection of tourism destination. [2] Domestic scholars believe that gazing and being stared are mutually constructed, and tourists are attracted by the cultural representation of the host. Tourists' gazing has a profound impact on and changes the original culture of the host region due to economic consumption, and the industry, landscape, image and values of the tourist destination have been socially reconstructed due to tourism development activities, resulting in cultural changes of the tourist destination, as well as the protection of intangible cultural heritage such as rural folk customs, the restoration of rural culture, the cultivation of new culture in tourist destinations, etc. ⑤ It is a theoretical reflection and expansion research. [8] "Tourism gaze" theory is widely used in national cultural tourism, rural tourism and other aspects in domestic research. It excavates and explores the tourism phenomenon with Chinese characteristics, and the application of the theory tends to be localized. Some scholars also reflect on the "tourism gaze" from the perspective of the basic theory of tourism discipline, reexpand the concept connotation and reconstruct the value.

4. RESEARCH REVIEW ON TOURISM GAZE AT HOME AND ABROAD
Scholars at home and abroad cannot form a consensus on the concept of "tourism gaze", and the theory is still in continuous development and improvement, which does not prevent it from becoming a tool of tourism discipline and being widely used in tourism practice. At present, the relevant research at home and abroad has changed from single to multi-dimensional, which has the following characteristics: ① the expansion of research vision. The conceptual system has developed from the original tourist gaze into a multi-dimensional gaze system among tourists, hosts, tourism planners, governments and other stakeholders; ② It is the socialization of the research object. Scholars at home and abroad have carried out a series of studies on tourist experience, cultural change of tourist destination, host guest relationship, power structure of tourist destination, image of tourist destination and so on. Among them, foreign scholars focus on the relationship between host sovereignty, while domestic scholars focus on applied research such as tourist experience, cultural change and protection of tourist destination, tourism marketing and so on; ③ It is the synthesis of research methods. Scholars at home and abroad mostly conduct qualitative and quantitative research, and the interdisciplinary research of tourism and economics, psychology, semiotics, sociology, communication and anthropology is gradually increasing, which further expands the social value of tourism research and the depth of tourism theory research; ④ Based on the "tourism gaze", the collaborative research on the protection of cultural heritage resources and tourism development is rare. It is necessary to pay attention to the development and protection of rural intangible cultural heritage resources from the perspective of multi-dimensional gaze and practice cultural self-confidence.

5. RESEARCH PROSPECT
After years of development, tourism gaze theory has been studied from a single perspective to a multi-dimensional perspective. Combined with the current rapid development of visual communication technology and media, it is expected that tourism gaze will further enrich and support theoretical research on tourism destination image design, tourism destination cultural change and tourism marketing, and play an important role in tourism practical applications such as the improvement of tourism experience quality, the refinement of tourism destination cultural symbols, tourism planning and development. The localization development and practical application of relevant research in China is bound to increase day by day.

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REFERENCES
Agape Little Uni.: Riding the Venture of Education Technology

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Abstract: This case seeks to review the growth strategy of Agape Little Uni. (ALU), a medium-sized Singapore childcare operator; additionally, this project addresses the role of technology, data, and intellectual property in promoting sustainable, corporate long-term growth.

ALU currently is a traditional operator in the childcare space that receives the bulk of its revenues from fees paid by parents in exchange for offline childcare services. After meticulously reviewing the comprehensive suite of services and products, inclusive of data profiles, online education consulting, and online course designs, our team has formulated a feasible recommendation of an innovative platform that capitalizes on the aforementioned corporate components to monetize data and to generate new content.

Consequently, this report will assess forthwith related strategies including: analysis of business environment, SWOT analysis, brand equity and business models that leverage technological resources.

In summary, this study confirms that organizations such as ALU must bridge.

In addition to the hurdles that the traditional education industry faces, it includes a development scheme centered on two aspects—a data driven master plan and the creation of online outputs. After ALU amassed extensive data over 24 years, the company became cognizant of its bottlenecks and openings in education technology. ALU strategized about possible differentiation in its usage of technological integrations, which was still relatively subpar, for early child education.

Background

Market & Industry Trends of ECCE Business

A multitude of factors will affect this early childhood business. For this study, our analysis will hone in on the political, economic, and technological inputs that impact the market trend. Through these actions, we will position ourselves optimally to compete effectively with the right branding and unique selling point that the market warrants. To properly gauge the parameters of the Singapore ECCE market and its impact on ALU, we applied the following PEST analysis:

Political and social factors: Singapore features a low birth rate that necessitates the utilization of incentives and subsidies to maintain affordable school fees that encourage population growth.

Economic factors: Industry integration has become the de facto trend due to the saturation in Singapore’s education industry. From 2018 to 2019, per the data from Rifinitive, 11 successful M&A transactions occurred.

Technological factors: The objective of the Singapore “Smart Nation 2015” initiative program is to furnish a sustainable competitive advantage via revamping of core competencies of its workforce in preparation of the Industrial Revolution 4.0.

1. INTRODUCTION

Despite the current focus of early childhood on routines, offline care, and play-based pedagogy, the trend is accelerating towards a holistic learning curriculum combined with the requirements of the prevailing technology. Educators still manually manage curricula, write lesson plans and activities, author reports and evaluations, and laboriously record progress of children. Another factor compounding to the strain of teaching was the dearth of IT acumen due to age; the elderly is often unable to learn new technology skills and the young possessed little work experience in IT. Additionally, parents often refuse overexposure of their children to learning with technology. All of the previously mentioned factors represent significant gaps that companies like ALU must bridge.

In addition to the hurdles that the traditional education industry faces, it includes a development scheme centered on two aspects—a data driven master plan and the creation of online outputs. After ALU amassed extensive data over 24 years, the company became cognizant of its bottlenecks and openings in education technology. ALU strategized about possible differentiation in its usage of technological integrations, which was still relatively subpar, for early child education.

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2. CORPORATE ANALYSIS: ALU

SWOT Analysis

Irrespective of its 24 years of operational history, ALU is still deemed small by industry standards and circumstances. Furthermore, ALU operates within the holistic framework of the perennial education powerhouse, Singapore. For brands such as ALU, differentiation from competitors ensures relevancy as parents continue to seek distinctive pathways to education. To sustain brand value and business development apart from the POP, ALU is aiming to

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promote an invigorating new campaign that targets bolstering awareness of its new positioning. Expansion of its customer base is the ultimate goal. For this increasingly competitive market, ALU must fully leverage its strengths to take full advantage of strategic opportunities. The table below features an in-depth, comprehensive evaluation of the variants of ALU:

Tabel 1: SWOT analysis of ALU

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<th>Strengths</th>
<th>Weaknesses</th>
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| In-depth, comprehensive evaluation of the variants of increasingly popular, and in the near future, barring high-caliber, free online courses at any time. fields, now have a suitable platform to access burdens, cost pressures). Furthermore, those unable time and expenses) and educators (administrative learning, saves resources both for students (travel and expenses) and educators (administrative learning has become the trend, one that enhances combination, however, we are confident that our unwavering transformation of the entire industry. Ultimately, this single case study can be representative of the other operators in the space to attract more customers ramifications of this product, ALU can license it to possible state of affairs for other childcare companies. Future studies are warranted to determine whether any unforeseen circumstances, we will all witness massive exposure to online technology globally. Monetizing Smart Childcare: Synergy of Data, Course Design, and Education Consulting In extrapolating future circumstances, the assertion could be made that an early education model contingent upon novel technologies and innovative models may inspire more imagination. Going forward, the requirements of family child care have maintained pace with the development. ALU also aspires to continue to employ novel technologies and creative models that are compatible with the Singaporean government’s master plan for integration of technology into education in order to satisfy the educational needs of families.

4. CONCLUSION

This case study has described the existing business model of ALU and its competitive environment. Based on the contemporary economic and industry dynamics and a summary of ALU’s IP, cutting-edge technology, and data science application, our research group has concluded that the early education company is at the stage of developing a new growth strategy. Early childhood education is still dependent upon the teacher for instruction and guidance, but the demand is incessantly increasing for the collection of data, lesson plans, and reflections in learning management systems (LMSs). To differentiate itself in the current competitive market, ALU can assert this unique selling point.

After describing ALU’s current conditions and bottlenecks along with a plausible solution, this case study then confirms that ALU, along with other similar enterprises, can ready themselves for the future with proper counsel. To successfully execute a solid approach to monetize new technological applications is the goal. Thus, we propose a three-pronged platform-based product; data collection/storage, online education consulting, and online course design are simultaneously paramount and complementary. By fully utilizing this closed-loop platform, ALU can build momentum for the near future. As we further investigate possible ramifications of this product, ALU can license it to other operators in the space to attract more customers and overall influence.

ALU is just a microcosm of the entire early childcare industry. Through our in-depth analysis of ALU via such topics as operational quandaries, business paradigms, and brand equity, we can extrapolate possible state of affairs for other childcare companies. If future studies are warranted to determine whether this single case study can be representative of the transformation of the entire industry. Ultimately, however, we are confident that our unwavering efforts for discovery of the empirical facts will be a beacon for progress in Singapore’s early education.

REFERENCE

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Research on the Cultivation Mode of Innovative and Entrepreneurial Talents under the School-Enterprise Collaboration

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Abstract: School-enterprise collaboration, as a distinctive training model for innovative and entrepreneurial talents, will innovate the traditional talent training model. Therefore, the thesis analyzes 200 valid questionnaires based on the questionnaire survey of the innovative and entrepreneurial talent training model of Shandong Technology and Business University. The results show that Shandong Technology and Business University has 3 limitations in the training model of innovative and entrepreneurial talents: course content which is not in-depth, single form of innovative and entrepreneurial activities, and unbalanced course arrangements. The thesis puts forward suggestions from four aspects including implementing the school-enterprise cooperation assessment mechanism, making corporate tutors and college tutors jointly teach, perfecting the second classroom and establishing "campus studio".

Keywords: School-Enterprise Collaboration, Innovation and entrepreneurship, Cultivation Model

1. INTRODUCTION
In recent years, school-enterprise collaboration has been favored by all society as a special training model for innovative and entrepreneurial talents. Shandong Technology and Business University is also trying to open a new era of innovative and entrepreneurial talent training through the "School-Enterprise Collaboration". However, how can school-enterprise collaboration find the point of convergence with the cultivation of innovative and entrepreneurial talents, and achieve new integration? In this regard, the academic circle has done a certain amount of research, but there are still many drawbacks. This paper will provide strategic guidance for the perfect transformation of the innovative and entrepreneurial talent training model under the school-enterprise collaboration.

The academic research mainly focuses on the following aspects: (1) The course model for the cultivation of innovative and entrepreneurial talents: the "543" innovative and entrepreneurial talent training model (Mengxi Xu, 2020),[1] "tripartite collaboration" innovation and entrepreneurship talent training model (Yongbo Yang, 2020; Dun Wang, 2017),[2-3] "Platform + Module" innovative and entrepreneurial talent training model (Yang Yu, 2020).[4] (2) The problems in the training model of innovative and entrepreneurial talents: the separation of theory and production practice (Sumei Cai, 2020; Hui Dong, 2016; Yue Wang, 2020),[5-7] insufficient internal motivation (Wenbin Zhang, 2015; Dan Su, 2015; Linglong Cui, 2015).[8-10]

The academic circle has conducted outstanding achievements. However, the research on innovative and entrepreneurial talent training model is based on qualitative research. Therefore, the study adopts the questionnaire survey method, based on the survey of the innovative and entrepreneurial talent training model of Shandong Technology and Business University and provides some strategies from the perspective of quantitative research.

2. SURVEY ON THE Cultivation Mode of Innovative and Entrepreneurial Talents under the SCHOOL-ENTERPRISE COLLABORATION OF SHANDONG TECHNOLOGY AND BUSINESS UNIVERSITY
240 questionnaires were collected in this survey, screening out 40 non-reference questionnaires, 200 valid questionnaires were obtained, and the effective rate was 83.3%.

2.1 The situation of innovation and entrepreneurship courses and student participation
Table 1. The situation of collaborative education between colleges and enterprises in organizing course activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>Number</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>visiting companies</td>
<td>62</td>
<td>31%</td>
</tr>
<tr>
<td>inviting personnel to give lectures</td>
<td>110</td>
<td>55%</td>
</tr>
<tr>
<td>inviting technicians to teach</td>
<td>70</td>
<td>35%</td>
</tr>
<tr>
<td>organizing social surveys</td>
<td>53</td>
<td>26.5%</td>
</tr>
<tr>
<td>organizing job fairs</td>
<td>67</td>
<td>33.5%</td>
</tr>
<tr>
<td>none</td>
<td>3</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

It can be seen from Table 1 that the participation methods mainly include the following: visiting companies, inviting professionals to give lectures, inviting personnel to teach, organizing social surveys, and job fairs. Among them, professional lectures account for 50%, and other forms are around 30%.

According to the survey of students' participation in innovation and entrepreneurship activities arranged by the school, we can know that 43% have participated once, 31.5% have participated twice, 14.5% have never participated, and students who have participated more than three times is the least, only 11%.

2.2 The situation of school-enterprise cooperation in carrying out innovation and entrepreneurship activities

According to the survey of feedback from practical training on innovation and entrepreneurship education, it can be seen that when participating in training, only 13% of instructors regularly follow up, 37.5% of teachers visit regularly, more than 60% are required to write internship reports and 27% of interns only need to report regularly to the leader.

According to the survey of training received by students prior to internship, it can be seen that during the internship, the school organized pre-job training accounted for 18%, job training by professionals accounted for 80.5% and job training by teachers only accounted for 27%, which shows that most of the training services received come from enterprise training. In this regard, schools should strengthen cooperation with enterprises to develop training programs.

2.3 Evaluation and satisfaction on course of school-enterprise collaborative education

Table 2. Does innovation and entrepreneurship courses improve professional skills

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>Number</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>helpful</td>
<td>27</td>
<td>13.5%</td>
</tr>
<tr>
<td>more helpful</td>
<td>116</td>
<td>58%</td>
</tr>
<tr>
<td>not very helpful</td>
<td>57</td>
<td>28.5%</td>
</tr>
<tr>
<td>unhelpful</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

It can be seen from Table 2 that 13.5% of students think innovation and entrepreneurship activities are helpful to them, 58% are more helpful, 28.5% are not very helpful and no one found them unhelpful.

Table 3. Satisfaction on the teaching of corporate specialists

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Number</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>very satisfied</td>
<td>21</td>
<td>10.5%</td>
</tr>
<tr>
<td>satisfied</td>
<td>121</td>
<td>60.5%</td>
</tr>
<tr>
<td>not bad</td>
<td>54</td>
<td>27%</td>
</tr>
<tr>
<td>not satisfied</td>
<td>4</td>
<td>2%</td>
</tr>
</tbody>
</table>

As can be seen from Table 3, in terms of effects, most students hold a satisfactory attitude for the corporate commissioners to teach in the school. From the data in Table 2 and Table 3, it can be seen that the cooperation between schools and enterprises has given students a lot of help in theoretical knowledge and practical application.

From the survey of students' knowledge acquisition through school-enterprise cooperation courses, it can be seen that only 13.5% of the students who acquire much knowledge, 80.5% acquire little and 6% of those who acquire nothing.

3. PROBLEMS IN THE Cultivation Mode of Innovative and Entrepreneurial Talents under the SCHOOL-ENTERPRISE COLLABORATION OF SHANDONG TECHNOLOGY AND BUSINESS UNIVERSITY

According to the survey questionnaire statistics, school-enterprise collaboration plays a vital role in the cultivation of innovative and entrepreneurial talents. However, in terms of school-enterprise collaboration, Shandong Technology and Business University still faces the following problems.

3.1 Course content which is not in-depth

Through the above questionnaire, it can be concluded that most of the collaborative education of Shandong Technology and Business University is based on surface course and practical teaching is ignored.

3.2 Single form of innovation and entrepreneurship activities

Although the school incorporates school-enterprise collaborative education into the curriculum planning, but most internship opportunities need to be found by themselves. It can be seen that the school-enterprise cooperation is not deep enough, making it difficult for students to find internships by school.

3.3 Unbalanced course schedule

From the perspective of course arrangement, the traditional teaching model has not been shaken off, and the arrangement of professional theory and practical operation is unreasonable, causing a
disconnect between theory and practice.

4. STRATEGIES FOR IMPROVING THE TRAINING MODE OF INNOVATIVE AND ENTREPRENEURIAL TALENTS under the SCHOOL-ENTERPRISE COLLABORATION

4.1 Implement the school-enterprise COLLABORATION assessment mechanism

Implement the school-enterprise cooperation professional evaluation and regular assessment mechanism, establish a reasonable and scientific reward system to increase the motivation to participate in the training of innovative and entrepreneurial talents under school-enterprise cooperation.

4.2 Corporate tutors and university teachers jointly guide and teach

The courses of innovation and entrepreneurship should be taught jointly by college teachers and corporate mentors to create a "dual-teaching" model. The enterprise provides corporate teachers as technical guidance for universities to break the barriers between school and enterprise and realize theoretical teaching and practical operations perfect combination.

4.3 Perfect the second classroom

In order to improve school-enterprise collaboration, we should learn from the "5542" innovative and entrepreneurial talent training model, improve the second classroom as a platform for innovative and entrepreneurial practice activities.

4.4 Establish "campus studio"

To improve school-enterprise cooperation, we should break through the traditional curriculum system, plan courses based on the actual needs of the company's positions, and establish a simulated working environment which allows students to experience the entrepreneurial atmosphere. Further improve the multi-participation education mechanism, carry out all-round school-enterprise joint construction, explore new school-enterprise collaboration models and put innovation education throughout the teaching process to cultivate students' innovation and entrepreneurship capabilities.

ACKNOWLEDGMENT

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Application of COCA Online Corpus in Autonomous Learning

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Abstract: The American Contemporary English Corpus (COCA) has online retrieval functions such as word frequency statistics, context index, collocation retrieval, synonym comparison, self-built corpus and text word frequency analysis, which provides convenience for corpus data-driven learning. By comprehensively using the retrieval function of each module, learners can optimize autonomous learning processes such as lexical collocation analysis, grammatical form induction, pragmatic semantic discrimination, lexical semantic network construction and personalized learning resource creation, and improve corpus data-driven learning effect and ability.

Keywords: COCA; Online Corpus; Autonomous Learning

1. THEORETICAL BASIS

Most college students in China are middle and advanced English learners, who have a solid language knowledge, but they need to be improved in the collocation of lexical chunks and the correct use of pragmatic semantics. For example, only knowing that "face" means "face", but not familiar with the use of "be faced with" as a fixed chunk, and the phenomenon of mechanically copying inherent words is still common. Schema theory researchers believe that people use pre stored knowledge or knowledge structure for language understanding. The key to the improvement of Chinese learners' apos; English ability is to construct and reconstruct their existing language schema cognitive structure. To achieve this goal, we need to make a breakthrough in the quantity, quality and mode of language input. [5]

2. APPLICATION OF COCA ONLINE CORPUS IN AUTONOMOUS LEARNING

As a professional balanced corpus with quantitative scale, retrieval speed, continuous updating, formal text, and covering various types of corpus such as spoken language, novels, popular magazines, newspapers, academic journals, television and film subtitles, blogs and websites, coca online corpus can well serve context index, lexical chunk collocation, class connection grammar pattern induction, semantic and pragmatic discrimination Create personalized corpus and other learning behaviors. This paper summarizes the retrieval functions and specific usage of coca online corpus (see Table 1), and expounds how to comprehensively use these retrieval functions to carry out autonomous learning in combination with the problem situation[1].

(1) Comprehensively use list, chart, collocates and KWIC to help write and express through multiple channels

Situation 1: in English academic writing, how to choose appropriate verbs to describe and evaluate others' apos; views or research results? What verbs are used to describe research behavior to express test, analysis and evaluation? How to retrieve the relevant vocabulary and idiomatic expressions in the discipline and professional field?

In the KWIC module, the index line and example sentences of the target word or phrase in the context can be retrieved directly. Sort one or several words adjacent to the left and right of the target words in the index line, observe and summarize the class connection grammar mode of words, that is, the grammatical structure in word collocation. For example, according to the index line example of the verb test retrieved by KWIC, six high-frequency grammatical forms can be summarized: test + noun, test + preposition + noun, test + noun + preposition, test + clause, be tested, be tested + preposition + noun. At the same time, using the local context provided by the index line or the extended context in the hyperlink, learners can analyze and verify in a large number of contexts, build cognitive schemas from bottom to top, and master the pragmatic knowledge of the target words. [4]

(2) The semantic network of subject words is constructed by querying co-occurrence words through collocates mutual information

Scenario 2: what should I do if I encounter the problem of lack of vocabulary when learning risk management?

In addition to the retrieval of word collocations, the collocates module can also play the function of querying vocabulary in the field of mutual information 2, helping learners solve the dilemma of vocabulary poverty. Taking risk management as the search term, POS selects noun.all, and the left and right spans are set to 9. Check academic in sections to obtain the common noun frequency list in the context of risk management with a maximum left and right spacing of 9 words in the academic register. Through the word frequency table, we can understand the high-frequency nouns related to the research of risk management topic, then construct the lexical semantic network of the topic, and activate the concepts and
language expressions of related things in learners' thinking. With the preset learning of co-occurrence vocabulary and lexical semantic network, learners can predict the listening and reading content, or lay a lexical foundation for writing and oral expression.[2]

(3) discrimination of synonyms through compare and kwic

Scenario 3: what are the differences between indicate and demonstrate in word collocation, pragmatics and semantics?

The compare module can realize the retrieval and comparison of the collocation of two target words. By setting the left and right spans and parts of speech of collocation words, the matched word frequency table can be retrieved, which can intuitively show the similarities and differences of target words in word collocation. Enter [indicate] and [demonstrate] in word1 and word2 respectively, select non.all in the POS on the right of collisions, and set the left and right spans to 2, then you can retrieve the nouns matched within the left and right spans of the two target words. By default, the search results page will be presented in comparison with the left and right of the ratio value, and can be manually switched to sorting by frequency. At the same time, the subtle semantic and pragmatic differences between words are compared and analyzed through the local context or entering the extended context in the KWIC index line example sentences. Solve many language use problems that cannot be explained clearly in traditional teaching.

(4) quickly recognize target words through word retrieval

Scenario 4: are the retrieval modules interconnected? Can we quickly obtain the information of a word in the corpus in terms of semantics, collocation, pragmatic context and so on?

The entry page retrieved by word module can briefly display the comprehensive information of the target words in the corpus, which can effectively help learners quickly obtain the understanding of the target words in the corpus, which can effectively help learners quickly obtain the understanding of the target words in the corpus, which can effectively help learners quickly obtain the understanding of the target words in the corpus, which can effectively help learners quickly obtain the understanding of the target words in the corpus.

If you enter [indicate] in the search box, POS selects verb.all, The high-frequency collocation lists the high-frequency words that co-exist with the target words according to the part of speech category. The related topics list the Related words with semantic and topic relevance that appear on the same page with the target words. In addition, play pH below the word interpretationRase can hyperlink to related fragments in film and television works to provide learners with multimodal learning resources.

(5) creating personalized corpus with texts / virtual

Scenario 5: can we use coca corpus data to quickly create a corpus to meet personalized learning needs? Although corpus resources provide language learning with irreplaceable advantages over traditional learning materials, the establishment of corpus needs complex procedures such as text collection, cleaning, sorting and labeling. The corpus creation function of coca online corpus overcomes the restrictive factors of corpus construction and provides great convenience for learners to efficiently select learning resources that meet individual needs.[6]

3. CONCLUSION

Cultivating learners'apos; corpus based data-driven learning skills conforms to the requirements of the era of data-based education, and is also an inevitable requirement for cultivating and improving learners'apos; autonomous lifelong learning ability. College educators should establish the concept that learners are the main users of corpus, implement the concept of training learners to use corpus for retrieval learning, and continuously improve corpus and optimize retrieval. At the same time, we should strengthen the cultivation of learners'apos; retrieval learning ability. Combined with the problem situation, this paper discusses the comprehensive practical application of coca online corpus in autonomous learning, so as to provide a reference for the cultivation of learners'apos; corpus driven autonomous learning ability.[3]

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Study on ESP-oriented College English Teaching in Software Engineering Major

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Abstract: Software engineering is one of the international disciplines. Modern software technology is based on English, an international language. However, College English as a basic compulsory course can't connect language knowledge with the specific practical application. Therefore, many scholars began to study how to integrate ESP theory into College English teaching. Taking the software engineering major of Xi'an Technology and Business college as an example, this paper analyzes the common problems in College English Teaching and discusses how to use ESP theory to improve the teaching content and reform the teaching methods in the construction of college English of software engineering to make students adapt to the development and changes of the international software industry and market.

Keywords: ESP, software engineering, College English Teaching

1 INTRODUCTION

With the increasing internationalization of global technology and economy, software engineering students not only need to have software skills, but also need to read the latest technical materials and learn the latest development and dynamics of cutting-edge technologies. More and more enterprises pay more attention to college students' English application ability. According to the spirit of College English teaching guide, under the new situation, we should base on the reality of College English teaching, follow the talent training needs of the new era, reconstruct the College English curriculum system according to the talent training needs, pay attention to students' practical ability to solve practical problems, consolidate the language foundation, and finally improve students' communication ability in the real context. Under that background, actively exploring how to effectively introduce ESP teaching into College English teaching and construct a new college English teaching model is the new way for College English teaching reform. Therefore, taking the software engineering major of Xi'an Technology and Business college as an example, this paper analyzes the common problems in the current college English Course and how to use ESP theory to improve college English teaching.

2 THEORETICAL FRAMEWORK

ESP discusses and analyzes the particularity and regularity of various functional styles of English from the perspectives of semantics, grammar, pragmatics, rhetoric and discourse, so as to help learners gradually have the ability to communicate in a professional discipline with English as the medium. It is not aimed at different disciplines, but the commonalities in different disciplines. It focuses on English communication and English learning skills, which is general academic English which is something common in interdisciplinary language. [1] Therefore, ESP should be regarded as a method of language teaching. It emphasizes academic skills and language communication competence in the discipline rather than discipline knowledge. Then, content-based College English ESP teaching means that language teaching is based on the teaching of a subject or a subject content, and combines language learning with subject knowledge learning, so as to improve students' subject knowledge and cognitive ability and promote their language level [2] [3]. ESP teaching is an essential part of College English teaching. It is not only a necessary continuation and expansion of basic English teaching, but also the preliminary preparation of bilingual teaching. ESP courses can best reflect the characteristics of schools and disciplines. Developing ESP teaching is the inevitable requirement of the change of social talent demand and the development of English Teaching in China. Through the investigation of College English Teaching of software engineering major in Xi'an Technology and Business college, this study analyzes the common problems in the current college English teaching and applies ESP teaching into College English teaching and constructs a new college English teaching model.

3 METHODOLOGY

3.1 Research Questions

Students with high English level have faster project development speed and better corresponding code style. Students' English ability will be reflected in all links of program development, such as the readability and quality of code, multinational teamwork ability. Specifically, the influence of students' English ability on computer programming ability is intuitive. How to make the College English curriculum system adapt to the local economic characteristics is an urgent problem to be solved. Here we take Xi'an Technology and Business College as an example. In order to figure out the necessity of setting up ESP course in
software engineering, this study designed the following problems. The following questions are designed for software engineering students
1) Do you think ESP course is useful?
2) Do you know the ESP teaching material?
3) Has your college English teacher guided you to study ESP?
4) Do you often use computers to learn English?
5) Do you install any software related to English learning in your mobile phone?
The following questions are designed for teachers related to soft engineering major?
1) Do you know the ESP course?
2) Do you know the ESP teaching material?
3) Do you think it is necessary to offer ESP courses for software engineering students?

3.2 Participants
In this survey, 100 college students who are in the software engineering at Xi'an Technology and Business College and 20 teachers related to soft engineering major participated in this study.

3.3 Procedures
The research was done in the classrooms and finished by participants within 20 minutes. Before the questionnaires were distributed to the participants, it was made clear to them that the purpose focused on how to combine college English teaching with English for Specific Purposes Course teaching. It has nothing to do with their marks. They had to do the questionnaires individually. Then, 50 students and 7 human resource managers were viewed to investigate the ultimate purpose of College English learning and the demand of software industry.

4 RESULTS AND DISCUSSION
4.1 Statistical Analysis of questionnaires
The survey results show that nearly 80% of the students reflect that the ESP course is very useful, 70% have little understanding of ESP teaching materials, nearly 65% of the students reflect that there is a little guidance on engineering ESP courses from college English teachers. 90% of the students said they often use computers for English learning and nearly 95% of students have installed English learning related software in their mobile phones. However, only 30% of teachers understand ESP courses of relevant majors; Only 58% of teachers know the ESP teaching materials; More than 75% of teachers believe that it is necessary to set up ESP courses in software engineering.

At the same time, we interviewed 50 college students’ ultimate purpose of College English learning who are in the software engineering at Xi'an Technology and Business College. It is found that software engineering students have a strong purpose of learning English. As table one shows the purpose of college English learning is more for the needs of future work (51%) and their further in-depth learning (43%). Then 7 human resource managers (HR) from 7 employers in Xi’an were interviewed. Seven HR said that the ESP course for software engineering was necessary. One HR thinks that this course is more practical than CET-4. Six HR think that the graduates who have studied the course will have higher professional ability because the course is close to the actual needs of the society. Six HR put forward constructive suggestions: relevant principals of curriculum designers can visit relevant companies to obtain first-hand case materials. Seven HR said that graduates who have studied the course will give priority to admission after meeting other basic recruitment conditions of the company. At the same time, seven enterprises put forward their expectations for ESP courses as the table two.

Table 1 Ultimate Purpose of College English Learning

<table>
<thead>
<tr>
<th>Communication with professionals</th>
<th>7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read the frontier theoretical literature of software engineering major</td>
<td>33%</td>
</tr>
<tr>
<td>Improve their cultural level</td>
<td>20%</td>
</tr>
<tr>
<td>The need of finding a job</td>
<td>60%</td>
</tr>
</tbody>
</table>

Table 2 Expectations of Enterprises for ESP Courses

<table>
<thead>
<tr>
<th>Basic Expectations</th>
<th>Higher Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be able to conduct simple oral communication</td>
<td>Be able to understand foreign drawings</td>
</tr>
<tr>
<td>Be able to send international mail</td>
<td>Be able to translate technical materials</td>
</tr>
<tr>
<td>Be able to write non-technical English documents and make ppt display</td>
<td>Be able to read cutting-edge English materials of software engineering</td>
</tr>
</tbody>
</table>

Based on the above survey and many seminars on the relationship between College English and professional English, we redefine the orientation of College English curriculum as how to effectively introduce ESP theory into College English teaching to set the transition curriculum to help students to complete the transformation from general English to professional English during college. It is based on social needs, student-centered, and meets the requirements of College English syllabus. Specialty oriented curriculum should be professional, normative and practical. The purpose of the course and teaching is to enable the graduates to have the communication ability and research ability in the professional field. According to the actual needs of students, our College English teaching reform carries out classified guidance and individualized teaching and makes full use of our discipline advantages. From the perspective of adapting to social needs, we have formulated a curriculum system and talent
training model to adapt to professional characteristics, which fully adapt to the development of local economy. Guided by this, we have carried out four-year continuous line design of College English courses. Our college is a private university. The English level of software engineering students is weak; therefore, it is impossible for us to carry out ESP teaching on a large scale as soon as they enter the school. EGP teaching is still the main teaching in the first academic year. In the first and second semesters of the University, College English teaching focuses on general English courses to improve students’ listening, speaking, reading, writing and translation ability. In the second semester of the second academic year, we carry out EGP + ESP teaching. In the third semester, we gradually increase the proportion of teaching in cross-cultural communication ability and expanding international vision. In the fourth semester, courses such as e-commerce and enterprise information, introduction to software engineering and web services and their applications will be offered. On the basis of continuously improving the language competence, ESP teaching content shall be added in time to expand students’ basic knowledge of professional English.

5. CONCLUSION
Taking the construction of a new college English teaching model for software engineering major as the research object, taking the cultivation of students’ practical ability as the core, combined with the school's own characteristics and professional characteristics, this paper actively explores how to effectively introduce ESP teaching into College English teaching and build a college English teaching suitable for the development of software engineering major in private colleges. The curriculum reform has promoted students to complete the transformation from general English to professional English during college. At same time students’ competence of communication and timely acquiring the forefront research in the field of computer has been improved.

ACKNOWLEDGEMENT
Project Name: Exploration of College English curriculum design and teaching mode based on ESP Theory - Taking Xi'an Technology and Business College as an example, project category: school level teaching reform project, Project No: 21YJZ03

REFERENCES
Status, Problems and Countermeasures in Ideological and Political Education in Colleges and Universities

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Abstract: Ideological and political education is the main way and means of educating people, which is related to the success or failure of educating people in colleges and universities, and should be paid attention to by colleges and universities. This paper first introduces the current situation of ideological and political education in colleges and universities, then analyzes the problems existing in the education from the aspects of teachers' educational ability, educational methods, educational practice and educational environment, and finally puts forward the practical countermeasures of ideological and political education in colleges and universities.

Keywords: ideological and political education; status; problems; countermeasure

INTRODUCTION

As the main undertaker of China's higher education, colleges and universities should not only pay attention to cultivating a large number of rich professionals for national construction, but also pay attention to the ideological construction of students, and always take "building morality and cultivating people" as the ultimate goal of college education. Ideological and political education is the basis and main way of educating people in colleges and universities. Therefore, colleges and universities should pay attention to the educational value of ideological and political education, solve the problems existing in the teaching team, educational methods, educational practice and educational environment, constantly innovate the working path, and effectively improve the achievements of ideological and political education, in order to achieve the educational goal of building morality and cultivating people in colleges and universities.

2. STATUS OFIDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Ideological and political education is the forefront of college education, and its educational value is self-evident. It has always been an important link in college work. Especially since entering the new era, colleges and universities have paid more attention to ideological and political education, invested a lot of human and material resources, and achieved certain results in a certain period of time, mainly in the following aspects. First, the understanding of the concept of ideological and political education has been strengthened. With the emphasis on ideological and political education in colleges and universities, most colleges and universities have changed the single education mode relying on ideological and political education courses in the past, gradually expanded the ways of the education, integrated ideological and political education into various professional courses, and formed a multi-dimensional collaborative education mode. Second, the practice of the subject of ideological and political education has been improved. Most colleges and universities have changed the malpractice that ideological and political education only depends on the teachers for a long time, established a mechanism of ideological and political education with the participation of multiple departments and subjects, gave full play to the positive role of different educational subjects in the education work, and made the ideological and political education work run through many work links such as teaching work, administrative work and logistics work in colleges and universities. Third, the creation of the atmosphere of ideological and political education has been highlighted. Most colleges and universities have improved the educational ability of teachers, innovated the methods of ideological and political education, adopted a series of management and assessment measures, and created an atmosphere that is more in line with the requirements and talent training objectives of ideological and political education to get a huge promotion. [1]

3. PROBLEMS IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 SOME TEACHERS LACK THE ABILITY OF IDEOLOGICAL AND POLITICAL EDUCATION

For a long time in the past, the teaching subject of ideological and political education in colleges and universities was the teachers and counselors specializing in student work. However, with the attention of colleges and universities to students' ideological and political work, especially after the concept of "curriculum ideological and political education" and "three complete education", the teaching subject has been expanded, and the effect of
ideological and political education has been significantly improved. Although the subject has been expanded, some teachers have insufficient ability in ideological and political education due to their low ideological and political literacy, which affects the effect of ideological and political education to a certain extent.

3.2 THE METHODS OFIDEOLOGICAL AND POLITICAL EDUCATION NEED TO BE INNOVATED

Ideological and political education is related to the ideological and cultural construction of colleges and universities, and will have a significant impact on the direction and effect of talent training in colleges and universities to a great extent. Therefore, how to carry out ideological and political education and what kind of education methods to choose are particularly important for colleges and universities to improve the effect of ideological and political education. At present, most colleges and universities lack innovation in the methods of ideological and political education, and ideological and political teachers still focus on theoretical explanation in class, lacking targeted ideological education content; Due to the limited ability of teachers in other majors, the method of ideological and political education is relatively single; the connection between the links of Ideological and political education and the curriculum is not obvious, and their interest in learning is not high, which directly affects the overall effect of ideological and political education. [2]

3.3 INSUFFICIENT PRACTICE OF IDEOLOGICAL AND POLITICAL EDUCATION

Ideological and political education needs the cooperation of theory and practice to play its role in the ideological construction of college students, especially the link of practical education. However, from the actual situation, the theoretical education links of ideological and political education in most colleges and universities are relatively good, and students have a good grasp of the theoretical knowledge. However, there is a lack of corresponding practical activities in the specific implementation links or the form of practical activities is relatively serious; the practical work of ideological and political education is not in place, and the strength of practice is limited. It has a direct impact on the role of ideological and political education. [3]

3.4 THE ENVIRONMENT OF IDEOLOGICAL AND POLITICAL EDUCATION NEEDS TO BE OPTIMIZED

The effect of ideological and political education in colleges and universities is directly related to the education environment. A good and strong education environment can make the ideological and political education work give full play to its potential and achieve better results. However, at present, there are still many colleges and universities that do not pay attention to the ideological and political education, and there are few methods to build the education environment. Even a few colleges and universities ignore the construction of the environment, and the construction of the ideological and political Education mechanism is still in the blank stage. In such a lack of ideological and political education environment, teachers and students will not consciously or actively carry out ideological and political education, and the effect of ideological and political education will be greatly reduced.

4. PRACTICAL COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

4.1 TO CONSOLIDATE THE TEAM OF IDEOLOGICAL AND POLITICAL EDUCATION AND IMPROVE THE ABILITY OF EDUCATION

To improve the effect of Ideological and political education in colleges and universities, it is necessary to establish a stable education team and constantly improve the ability. Firstly, on the basis of expanding the teaching subject of ideological and political education, colleges and universities should constantly strengthen teachers' educational ability, especially improve the ideological and political quality of non ideological and political education teachers and the educational ability of the whole team through expert lectures, online education and centralized training. Secondly, teachers of professional courses should often conduct business exchanges with ideological and political teachers or counselors, participate in ideological and political classroom teaching and discipline teaching and research activities, use their leisure time to learn the theoretical knowledge, explore the relationship between ideological and political education and discipline content, expand the ideological and political links of professional education, and improve the effect of ideological and political education. Thirdly, colleges and universities can also absorb some students to participate in the ideological and political education team, give full play to the advantages of their active thought and work, further expand the ideological and political education team and improve the ability of the education. [4]

4.2 TO INNOVATE THE METHODS OF IDEOLOGICAL AND POLITICAL EDUCATION AND IMPROVE THE EFFECT OF EDUCATION

To improve the effect of ideological and political education, we must realize the innovation of methods. First of all, ideological and political teachers should change their educational ideas and ideas, innovate teaching methods, pay attention not only to the explanation of theoretical knowledge, but also to increase the content of ideological education, and use the application deeds of outstanding people as educational cases to gradually affect the ideological quality of students. Secondly, all professional teachers should change the disadvantages of only focusing on professional
knowledge in teaching, and appropriately integrate ideological and political education into teaching. Thirdly, colleges and universities should explore the mode of ideological and political collaborative education and the advantages of the main parties to improve the effect of ideological and political education.

4.3 TO STRENGTHEN THE PRACTICE AND EXPAND THE WAYS OF IEDOLOGICAL AND POLITICAL EDUCATION

Ideological and political education is inseparable from practical education. Colleges and universities should constantly expand the ways and improve the effect of ideological and political education. First of all, the school should carry out various forms of ideological and political education activities, enrich the content of the activities, increase students' understanding of the theoretical knowledge in the activities, and realize the combination of theory and practice. Secondly, ideological and political teachers should return the classroom to students. After explaining the theoretical knowledge, they should organize students to conduct practical discussion on cases, enhance their practical ability, and improve the effect in practical education.

4.4 TO OPTIMIZE THE ENVIRONMENT AND IMPROVE THE MECHANISM OF IEDOLOGICAL AND POLITICAL EDUCATION

To improve the effect of Ideological and political education, we need to optimize the ideological and political education environment and improve the education mechanism. First of all, colleges and universities should strengthen the publicity of ideological and political education through newspapers, radio, websites, we chat groups and other publicity media, mobilize all teaching staff and students, and optimize the ideological and political education environment. Secondly, colleges and universities should gradually improve the education mechanism, formulate and improve the incentive mechanism, assessment and evaluation mechanism, make use of the mechanism construction, stimulate the potential, and give full play to the effect of ideological and political education. [5]

5. CONCLUSION

Ideological and political education is related to the realization of the educational goal of building morality and cultivating people in colleges and universities. It is the main starting point of the ideological construction, which is of great significance. At present, the ideological and political education in colleges and universities in China has made great achievements, and provided a large number of high-quality talents for the country and society. However, there are still many problems in the ideological and political education in colleges and universities. As colleges and universities, we should actively explore the practical countermeasures, carry out work from the aspects of ideological and political education team, education methods, education practice and education environment, effectively improve the problems existing in the educations, gradually enhance the effect of ideological and political education, and realize the ultimate goal of building morality and cultivating people.

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The Rationality of Beauvoir’s Rejection of Engels's Historical Materialistic View on Women’s Destiny in Mrs. Sen's

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Abstract: Mrs. Sen’s is an excerpt from Lahiri's novel collection Interpreter of Maladies, which focuses deeply on the fate of two ordinary women living in American society in the 1980 s to the '90 s in addition to its issue of cross-cultural communication. In this novel, Eliot's mother is not only involved in social production and created social value, but also doesn’t invest much in domestic labor like caring for her son, who has seemingly achieved the independence and liberation under Engels’s standards. This paper aims to demonstrate that the opposition from French feminist movement leader Beauvoir to the view of female fate from Engels's perspective of historical materialism is reasonable through the analysis of the mother's living conditions especially compared to the other female character.

Keywords: Perspective of Historical Materialism; Economic Independence; Feminism; Liberation.

Mrs. Sen’s, excerpted from Lahiri's novel collection Interpreter of Maladies, vividly depicts the process of Mrs. Sen struggling to adapt to a new lifestyle and the painful struggles in her heart. In addition to the issue of cross-cultural communication, the book focuses deeply on the fate of two ordinary women living in American society in the 1980 s to the '90 s. Their identities, cultural backgrounds and social status vary between them, but they similarly share the appeal to liberate themselves from a patriarchal society. But it is because of these differences that even living in the same society oppressed by patriarchy, the two women experience different trouble and pain.

Engels has said that "The establishment of modern individual families are based on open or covert household slavery for women."[1] Compared to Eliot's mother, Mrs. Sen is more typical as a pure housewife of her family. While Eliot's mother, an American working woman who has gained economic independence, owned property and cars, and had a job to support herself and her son, is a woman who is seemingly free of patriarchal oppression and has gained independence and freedom. The novel does not have much direct description and the background introduction of the mother, but the description of the details makes her image more contradictory, full and profound. From Engels’s point of view, all economic and material conditions, including production techniques, labor divisions, private property ownership, decide woman's destiny. Based on these arguments, he proposed such solution—making women fight to be a social labor force to participate in social activities. He believed that woman can be emancipated only when she can take part on a large social scale in production and is engaged in domestic work only to an insignificant degree. Eliot's mother is not only involved in social production and created social value, but also doesn’t invest much in domestic labor like caring for her son. So, has she achieved the independence and liberation under Engels’s standards?

Beauvoir, the leader of the French feminist movement, had expressed her opposition to the above view of female fate from Engels's perspective of historical materialism. First and foremost, she opposes blaming women issues on material, economic factors, and gender opposition merely on class contradictions. Also, she questioned the idea that freedom could be obtained by participating in social production through revolutionary. More deeply, she foresaw that the female gender identity would disappear under Engels’s viewpoint. Finally, women will assume double labor —— namely "family slavery" within the family and "economic oppression” outside the home.[2] Through a deep analysis of Eliot's mother in the novel, we can find that Beauvoir's unsupportive attitude is partially justifed. Because the mother, a workplace woman, doesn't essentially get rid of the shackles of the patriarchal society.[1]

Being different from Mrs. Sen, a proletarian woman who has no means of production, Eliot's mother has her own car and house, realizing economic independence and leading a life with good material and economic conditions. She is a representative of middle-class women and has also participated in social production as a white-collar worker. But, from the details of the novel, her life was no happier than Mrs. Sen, and equally full of contradictions and pain. Under the pressure of life, she has to earn money to support herself and raise her child. But she seemed insensitive to all this. Her seemingly decent state of life in a patriarchal society needs to be maintained and is precarious. This situation does not seem to be
called liberation.
In other ways, in the novel "Her husband lives 2,000 kilometers west" explains her image of a single mother. She must assume the responsibilities equal to Eliot's parents, both the mother and father, and at least we do not see in it what the father contributes to Eliot. We can find that, especially compared to Mrs. Sen's traditional female family life, Eliot's mother who shows no love for life, looks cold, reserved, accustomed to smoking and drinking, looking as if she has lost her gender identity with feminine characteristics.2
Finally, it is obvious that Eliot's mother suffered a double opposition inside and outside the family. The novel said, “it was one of the rare days his mother had off, but they didn’t go anywhere. She did the laundry, and balanced the checkbook, and... vacuumed the inside of the car.” Heavy housework still deprives her of her leisure time. While in terms of work, the novel describes: “She worked in an office fifty miles north. She didn’t eat lunch at work.”
What’s more, she has a one-night stand with a man of her office. This is likely an exploitation from unwritten rules in the workplace she has to survive. In her career, she has to compete with men; in the family, although there is no longer the pattern of “assisting husband and bringing up children”, her family responsibility is inescapable. Double pressures increase life and mental burden of women, leaving them in a dilemma. This reflects the loss of many women in confusion in fighting for equality and self-value.3
Today, the women's liberation movement has grown to the third wave, and the idea of women being considered as a whole gender is being challenged.3 The third wave of feminism movement, with its distinctive post-structuralism and post-colonialism theories, aimed to deconstruct the mainstream theories of the second wave of feminism movement to a certain extent, and shifted its focus to the issues neglected or ignored by the second wave of feminism movement. Specifically, it emphasizes women's issues involving multi-race, multi-ethnic, multi-religious belief, multi-ethnic customs, multi-culture, multi-sexual orientation, multi-values, and so on. Therefore, people need to think outside the box of the previous theories of feminism. Women in different social status and cultural backgrounds are plagued by different issues, which can not be solved through a target-consistent movement. Mrs. Sen's escape from oppression can also be pinned on going out of family and into society. What about Eliot's mother? Perhaps the problem doesn't lie on women, but the social mood, customs and institutions. Therefore, Beauvoir’s opposition to Engels' feminist attitude of historical materialism is justified. Because this highly generalized solutions which emphasize commonality, have been difficult to meet the complex situation of women's struggle for liberation. Of course, however, we must affirm that class rule and private ownership of the means of production are a major source of the exploitation of women. Now the fourth wave of feminism movement continues to spread around the world through the media and the Internet. The participants of the fourth wave of feminist movement are mostly women of the younger generation. Since most of the participants had never been exposed to the development history of feminism through school or any formal education, they had relatively little established impression of feminism theories. Because of this, participants were able to abandon the structural theory advocated by feminists in the past and shape the political theory centered on individualism in the online community. Through the Internet and media, we are more likely to reduce the possibility of focusing solely on the life experiences of middle-class white women and regarding them as a single standard for measuring women's living situations. We have more opportunities to accommodate and respect the diversity of women's viewpoints and individual differences in our society. There are more Mrs.Sens approaching their liberation, but how to truly liberate women like Eliot’s mother is still a question waiting for its better answer.

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The Separation and Integration of "Fast Food Culture" and Traditional Culture

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Abstract: In today's era, fast food culture has widely entered every field of people's life through various popular ways to please the public under the Internet, combined with the continuous development and advancing with The Times of the economy. However, fast-food communication is characterized by excessive pursuit of the market, fragmentation, shallow content and lack of connotation. Chinese traditional culture has integrity and connotation, which makes it impossible for the recipient to quickly understand and satisfy the market. In this context, the inheritance of traditional culture has been greatly impacted by "fast food culture". This paper analyzes the influence of "fast food culture" on the inheritance and development of traditional culture, and looks for ways to better integrate traditional culture into the fast pace of contemporary life, so as to realize the inheritance and development of traditional culture by contemporary youth.

Keywords: Fast food culture; traditional culture; influence; approach

INTRODUCTION

With the rapid economic development, the pace of life continues to accelerate, and the cultural industry is also gradually rising, the "fast food culture" has been bred in the cultural interaction of various countries in the world. As a cultural mode, "fast food culture" has the characteristics of being easy to understand and easy to receive. The characteristics of "fast food culture" adapt to the current era of rapid development. However, with the widespread spread of "fast food culture", the inheritance of Excellent Traditional Chinese culture has been affected to varying degrees. Traditional culture, as the sum total of various cultural thoughts and spiritual concepts in the history of the nation, is the cultural deposits of the Chinese nation for thousands of years. Therefore, the public, who have adapted to receive fragmented knowledge and information, are unwilling to contact the traditional culture which is time-consuming and laborious and not suitable for social development. The development situation of traditional culture in today's society is not optimistic.

1 INTRODUCTION OF FAST FOOD CULTURE

The term "fast food culture" is an emerging term derived from the development of the times. It refers to cultural products that are easy to understand, intellectual and entertaining, but easily eliminated by time, and was first proposed in the book "Cultural Fast Food" by Yung Benzhen. Culture usually refers to the sum of spiritual and material wealth, but when it is given the name of "fast food", it has gradually become different from traditional culture in terms of its timeliness, substitutability, spreadability and richer content under the influence of the new era. In its history, "fast food culture" has developed rapidly by relying on various digests, short videos and social platforms, but its main mode of dissemination is still attached to the network. In the fast-paced era of taking special medicine for medical treatment and fast-track travel, the "three with" have made "fast food culture". In sharp contrast, traditional culture requires a lot of time to learn to pass on. Traditional culture involves all aspects of life, academics, performance, etc., and is a valuable asset precipitated by history. In the impact of "fast food culture" traditional culture has begun to be forgotten.

2 THE IMPACT OF "FAST FOOD CULTURE" ON TRADITIONAL CULTURE

2.1 The fragmentation of "fast food culture" has blurred the public's cognition of traditional culture

In the nation's long-term fragmentation in the contact of knowledge and information, more likely to choose "fast food type" of information as the main way to understanding the traditional culture, but these fragment s of information are often based on perceptual is given priority to, even some of the information is very subjective, logical and profound connotation of not closely, is such a "fast food type" information has gradually become the main source of public perception. Many people "piece together" such fragmentary knowledge and information. In fact, the lack of mainstream value guidance and ambiguous value position of fast-food cultural content will only lead to misleading ideas.

2.2 The diversification of "fast food culture" impacts traditional culture

The popularity of "fast food culture" makes different ideas and cultures spread in a variety of ways, bringing diversified value collisions to the public, making people feel confused about traditional culture and waver in their positions and ideas. These "fast food culture", with the help of the dissemination of the Internet platform, convey the ideological concepts that are opposite to the mainstream ideology of China's traditional cultural thought, and seriously affect the public's cognition and emotion. In such a diversified but one-sided fragmented environment, the excellent traditional cult
Fire that arouses people's thinking is forgotten in the corner, the documentary about traditional culture is not paid attention to, but the soap opera with traffic increase is very popular. The excellent traditional Chinese culture is gradually out of the public's view, replaced by time-wasting "fast food culture" on the Internet.

2.3 Fast food culture prevails, and it is difficult to inherit traditional culture

The "fast food culture" shows the idea of "focusing only on efficiency but not connotation", which easily makes people become eager for quick success and instant benefits, impetuous and impatient. Therefore, a impetuous network environment arises at the historic moment, causing a huge impact on the traditional culture of meditation and taste. Under the continuous influence of "fast food culture", people are less and less willing to spend a lot of time and energy to understand and learn, resulting in the traditional cultural spirit's difficult to be promoted. Intangible culture as an important part of traditional culture, its inheriting often takes a long time to learn and practice, and because of the lack of focus on intangible cultural heritage, caused by the influence of "fast food culture" in the modern age, it is difficult to accept quickly get the reality of "bonus", that is not willing to learn and develop, even accept, it is easy to give up. It is these reasons that speed up the demise of traditional culture.

2.4 "Fast food culture" era, broaden the traditional culture propaganda new path

At present, fast food culture has widely entered every field of people's life to please the public through various popular ways of the Internet. Integrating the propaganda and inheritance of traditional culture into fast food culture provides a new way for the inheritance of traditional culture. National cultural propaganda departments and various inheritors of intangible cultural heritage publicize and carry forward traditional culture through TV media, short video platforms and other communication channels, creating more ways for the public to understand traditional culture and promoting the popularization of traditional culture [1]. In this respect, China has achieved good results, for example, the short history video program "Naughty History", closely follow the current hot topics, with a new Angle to tell historical knowledge throughout the ancient and modern, creating a new way to tell history.

2.5 The new form of "fast food culture" provides new impetus for the development of cultural industry

At present, the influence of "fast food culture" on today's society, both the way of production and life and people's ideas have undergone earth-shaking changes with the past. Therefore, it is not appropriate to apply the traditional way of culture taught by the traditional culture. The change of The Times requires that the excellent traditional Chinese culture must have a new change. Compared with the excellent traditional Chinese culture, the spiritual core of "fast food culture" has not changed much, but in the form of expression, "fast food culture" is more diverse. It is not stuffy and boring like traditional culture, but provides people with information in the dissemination of entertainment language and a wide range of choices. Therefore, China's excellent traditional culture must innovate and develop itself, so as not to be eliminated in the information age[2]. The innovation of Chinese excellent traditional culture should face the world and modernization as the main goal, make full use of the advantages of the Internet era, innovate the inheritance form of traditional culture, and spread through the network with more concise content and humorous language. For example, the traditional ancient poems are composed into songs and integrated into modern music, which relieves the boring feeling of memorizing ancient poems in the past and enables people to better understand the emotional tendency of ancient people in poems in the relaxed environment of modern music.

3.2 Building traditional culture brand services

It has become a trend to make full use of the characteristics and advantages of Chinese excellent traditional culture and build cultural brands with Chinese traditional culture characteristics. In the process of construction, the traditional culture of different areas should embody the different local characteristics, based on regional culture, the
construction of culture brand with local amorous feelings, combined with local cultural characteristics, through the development of tourism, the way such as network publicity to carry forward the traditional culture, make full use of the advantage of network propaganda, via live with goods, short video shooting, in the form of cadres taking the lead, local people are encouraged to develop their love for and protection awareness of local traditional culture while developing economy, so as to drive more people to understand traditional culture and join in the protection and inheritance of traditional culture.

4. CONCLUSION
To sum up, traditional culture in the era of "fast food" has been impacted to varying degrees, but this is also an opportunity for traditional culture to adapt to the development of The Times and continuously optimize and innovate itself. Through relevant analysis, the development direction of traditional culture under the influence of "fast food culture" is found, so that traditional culture can go wider and farther, and be deeply integrated into modern People's Daily life, so that traditional Chinese culture can be better inherited and developed in the new era, and promote the continuous progress of human civilization.

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Abstract: In his masterpiece The Human Stain, Philip Roth probes into the plight of self in American society. Major characters suffer from spiritual crises respectively, including self-alienation, the estranged relationships with one another as well as alienation in the whole society, which results from some irrational thought prevailing in America, like deep-seated racial and gender disparity, political correctness and cruel Vietnam War. However, Philip Roth still holds a positive attitude, and bring some inspiration to alleviate it, for example, the salvation of love, the pursuit of equality, and the healing power of nature, which appeals to the public to pay much attention to the nature of human existence.

Keywords: The Human Stain; the living plight of self; Erich Fromm’s alienation theory; salvation; love

1. INTRODUCTION
As an eminent Jewish American novelist, Philip Roth mainly concerns with the plight of the self in the American experience. The Human Stain is no exception, which is recognized as a peak of Philip Roth’s American Trilogy[1]. Based on the 1998 President Clinton-Lewinsky sexual scandal, it reveals the turbulent and tragic life of Coleman Silk, an African American with light skin passing as a Jew. Up to now, different scholars have analyzed it from a variety of perspectives, like ethnic identity, trauma and archetype. Unlike the previous studies, this paper analyzes it from the perspective of Erich Fromm’s alienation theory. As a ubiquitous social phenomenon in modern society, alienation, a mode of subjective experience, indicates that man regards himself as an alienated one or receives the outside world passively. Under the influence of some overwhelming shaping force in American society in the 1990s, major characters are tortured by alienation. However, Philip Roth spares no effort to find out different solutions to getting rid of alienation, which can enlighten modern people on strategies for alleviating alienation.

2. ALIENATION EMBODIED IN THE HUMAN STAIN
Coleman Silk’s self-denial: being neither black nor white
Man’s alienation from himself is the primary form of alienation in modern society. Self-alienation is detrimental to man’s individuality, integrity as well as dignity[3]. Simultaneously, a man with self-denial or self-alienation would subjectively suffer from the accompanying states of disequilibrium, depression, foreignness, and anxiety. Coleman Silk, the protagonist, who aims at pursuing selfhood outside the boundaries of society and its manifold pressures, is a representative of self-alienation in modern society[5]. Growing in such a society with racial discrimination and prejudice, Coleman Silk feels conflicted about his own identity: on the one hand, in order to avoid the miserable and tragic fate as a colored man, he abandons his black family, denies his black identity and finally passes as a Jewish man to seek the absolute freedom and success; on the other hand, he still could not accept his Jewish identity genuinely and get himself involved into the dominant white society[6]. As a result, Coleman Silk becomes an isolated and alienated man who is neither black nor white. At the same time, he subjectively suffers from senses of estrangement, contradiction and guilt, which date back to his denial of self-identity. Man’s estranged relationships with one another
In Fromm’s opinion, modern man associates with others on the basis of the principle of egotism. Under the interpersonal relationships lie distrust, distance, and indifference instead of mutual love, trust, and equality. At first, there exists distorted love between husband and wife. In order to keep his identity secret, Coleman finally decides to get married to a white girl called Iris Gittleman because of her thick and curly hair which can explain for the texture of their children’s hair in the future. They do not even want to understand each other truly. As a result, the mistrust and misunderstandings between Coleman and Iris lead to unending arguments of their lives. Then, the relations between children and parents are estranged. Coleman has to invent the story of his origin and lies to his wife and children that the elder generation of his family came from Russia. However, Mark, the youngest son, is not satisfied with his words and always at odds with him. There is also a tension between Delphine Roux and her mother. Delphine decides to go to America to fulfill her own ambition to be independent and achieve her dream[4]. After knowing that, her mother announces to break off with her instead of support. At last, the relationships among friends are alienated and fragile,
as people use or even betray each other to realize their interests. At the beginning of the spooks charge, Coleman is betrayed by Herb Keble whom he promotes as the first African American man in Athena. When Coleman asks for his support, Herb refuses him and replies that he is going to have to be with people at Athena. However, at Coleman’s funeral, Herb appears to be crushed and devastated. It is salient that their friendship is hypocritical and unreliable, which leads to their estrangement and alienation from each other.

The exiles’ isolation in American society
There are mainly three exiles excluded and isolated from American society, including Delphine Roux, Faunia Farley and Les Farley. As failing to escape the hostility of the alienated society where their needs for individual development and sanity cannot be met, they go through isolation, alienation and self-destruction in American society[3]. Delphine goes to America to seek independence, individuality and success. However, to her astonishment, Delphine is totally lost in America where she can not find any sense of singularity and belonging, as she is surrounded by some overwhelmingly shaping forces which exclude her. Going through a miserable childhood and marriage life, Faunia Farley figures out the vice and hypocrisy existing in human society. She abandons the traditions and civilization of modern society: on the one hand, she is keen on making love with various men just for the pleasure or joy of sex; on the other hand, she pretends to be illiterate and does some manual works. Les Farley is also a miserable exile from the dominating American society, who is lost in America for his struggling with PTSD after his horrible experience in Vietnam.

3.CAUSES OF THE CHARACTERS’ ALIENATED LIVING SITUATION
In general, man is the creature of society in which he lives. Various structures of society have a significant and profound influence on the social character of humans.

For Fromm, a sane or healthy man is one that lives in social conditions that are positive or compatible with the essential needs to individual growth and development. On the contrary, he must “either deteriorate and perish, or bring about conditions which are more in accordance with his needs”[3]. In The Human Stain, American society in the 1990s is an alienated and insane one where some irrational thought prevails, including deep-rooted racial discrimination, the hypocritical political correctness and the suffocating patriarchal hegemony, which gives rise to living dilemmas of these major characters. Due to the residue of slavery and profound racial discrimination, colored people, as the minor group, have lower social status, less wealth, less chance to get educated than white people[2]. Besides, severe racial discrimination has preserved racial mistrust, furthering stereotypes that inhibit our society from attaining true racial equality. Similarly, the sexual disparity against women still existed in America in the 1990s. Men have superiority over women in almost every field of human society. Besides, there is a set of cultural doctrines and traditions for women to follow, aiming to foster and blend women into the subaltern groups who are willing to be inferior to men. Political correctness has become a communal tyranny since the 1980s, which meant that some particular expressions and behaviors that were then normal and legal would be forbidden by law. And people who violate the doctrines of political correctness will be the object of persecution by the public. After Vietnam War, hundreds of thousands of American warriors return home safely, but they become unable to live with the damage they inflicted, the violence they witnessed, or the senselessness they perceived of their combat experience. Almost all Vietnam veterans in America suffer from a mental disease called Post Traumatic Stress Disorder (PTSD).

4.SOLUTIONS TO GETTING RID OF ALIENATION
Salvation of love
Love, as the healing power, can unite a person with his fellow people, family, and the whole society, which makes people overcome the sense of isolation, separateness, and anxiety. In The Human Stain, there are mainly four kinds of love, including motherly love, brotherly love, erotic love and self-love. Motherly love is considered the most precious type of love[3]. Though living in a social circumstance with deep-seated racial disparities and prejudices, Mrs. Silk spares no effort to raise her children and care for their health and growth. Even after knowing Coleman’s racial passing, though she gets really shocked and heartbroken, she still could not find the strength to be that ruthless and cruel with her son[4]. Louie Borrero and Les Farley’s friendship is representative of brotherly love. Though used to suffer from PTSD badly, Louie takes the initiative to care for and support Les and other veterans. For instance, he sets up voluntary groups and raises money for Vietnam veterans. Moreover, like a therapist, he listens to and gives advice to those veterans who struggle with PTSD. Based on equality, erotic love between Coleman and Faunia inspires them to realize the essence of life and to love themselves genuinely, from which both of them achieve inner peace and mental balance. Walt is a representative of self-love. As a well-educated and distinguished man who even has a light complexion the same as Coleman’s, Walt shows great courage and determination to fight against various racial disparities, which shows that he not only loves the black community but also is proud of his colored identity and heritage.

Pursuit of equality
Equality is one of the primary elements of the basic needs of human existence. To get rid of pervasive alienation, it is of great significance to establish a sane society where all men are equal despite race, gender or origin. Besides, the equal and harmonious relationship between humans and nature also plays a vital role in protecting people from alienation and senses of strangeness, anxiety, and loneliness. Man should respect and worship nature, and human society develops in harmony with environmental improvement. With the overwhelming and healing power of nature, man can run away from all the hustle and bustle existing in human society, and finally achieve inner peace[6].

Healing power of nature

Man’s union with nature is one of these primary bonds existing in the world. Man, who has fallen out of nature and is still in it, is a part of nature. In relating himself to plants and animals, the individual also finds his senses of identity and belonging, as part of nature. Therefore, the harmonious relationship between humans and nature can strengthen man’s sense of security, relatedness and belonging, protecting people from alienation and isolation[3]. Instead of the civilized life, Faunia Farley prefers and keeps close contact with nature to find comfort and consolation. Due to the high-quality milk it produces, her dairy farm is popular among local people, particularly those who advocate the naturalistic lifestyle. Les Farley is another one that finally gets spiritual redemption through ice fishing in such a secluded and quiet place, which shows that he manages to take comfort from nature’s beauty and healing power.

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Translation Strategies of English Translation of Ancient Poetry Under Cognitive Metaphor and Construal Theory
——Taking Xu Yuanchong's English Translation of Ancient Poetry As an Example

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Abstract: Cognitive metaphor is based on experiential philosophy. It holds that metaphor is not a simple language problem, but a thinking problem. It is a cognitive and thinking tool for human beings to understand and conceptualize the world. It is precisely because of this tool that people can express the same thing in different languages. The metaphor mechanism is a mapping process from the source domain to the target domain. Cognitive construal theory can further explain the mapping process of metaphor and supplement metaphor translation. Starting from cognitive metaphor and with the help of construal theory, this paper discusses the translation strategies in the translation of ancient Chinese poetry around the similarities and differences between Chinese and English language and culture, and explains them with the help of Xu Yuanchong's classic translation. Finally, it is concluded that the translation of ancient Chinese poetry can be translated by three strategies: literal translation, free translation and transformation.

Keywords: cognitive linguistics; metaphor; understanding; ancient poetry; translation strategy

1. CONCEPTUAL METAPHOR IN ANCIENT POETRY
Metaphor has a long history. Since Lakoff and Johnson created a new generation of cognitive linguistics. Metaphor, as a cognitive means, has promoted it from the linguistic level to the cognitive level. Metaphor is defined as using one conceptual domain (source domain) to understand another conceptual domain (target domain). Conceptual metaphor is a cross domain mapping from source domain to target domain. This process is closely related to the poet's expressing his ambition by holding things in his poems and expressing his feelings by scenery, so the metaphor plays an important role in the translation of ancient poetry. Poets' rich inner emotions need to be conveyed through specific things. This phenomenon of mapping the concept and meaning of one thing to another is called metaphor or conceptual metaphor.

Metaphor in poetry is everywhere.

2. A COGNITIVE INTERPRETATION OF METAPHOR MECHANISM IN ANCIENT POETRY
Construal refers to looking at a specific situation from different perspectives and processing it by means of language presentation. Many people believe that Xu Yuanchong excessively adopts the method of free translation in poetry translation, that is, his subjectivity in translation is too strong, but the subjectivity of translation can be explained from the perspective of cognitive interpretation. Cognitive theory includes five elements: scope, background, prominence, perspective and detail. Scope and background refer to that people use the background encyclopedia knowledge obtained from their own relevant experience to activate a specific conceptual domain when describing something. In the translation of ancient poetry, the translation of images composed of things is extremely important. The translator cannot understand the images in poetry without jurisdiction and background. Metaphor mapping is accompanied by two important functions: highlighting and hiding. It means that some aspects appear and others are covered in the mapping process, not every aspect of things completes the mapping. Perspective refers to the viewpoint from which the cognitive subject observes and describes the object or existence scene. As a cognitive subject, the translator has different cognitive perspectives in addition to different cognitive levels. They observe and understand the poet's descriptive perspective, and then choose themselves as the descriptive perspective when reading translation. The degree of detail refers to the degree of detail when describing objective things. The higher the level of detail, the easier it is to understand. On the contrary, more understanding efforts are needed. The degree of detail in ancient poetry can also be realized by increasing or decreasing.

3. METAPHORICAL TRANSLATION STRATEGIES IN ENGLISH TRANSLATION OF ANCIENT POETRY
The translation of ancient Chinese poetry can be carried out by three strategies: literal translation, free translation and transformation.

3.1 LITERAL TRANSLATION
Objective things are universal and related. People of different nationalities will have some cultural consensus, such as sunshine is hope; green is vitality and dog is loyalty. There will be similar or identical image metaphorical expressions between the source domain and the target domain. These same or similar cognitive ways provide a shortcut for metaphor translation, that is, literal translation.

Example 1: 枯藤老树昏鸦，小桥流水人家——《秋思》
Xu’s translation: Over old trees wreathed with rotten vines fly evening crows; Under a small bridge near a cottage a stream flows.

These two poems are taken from Ma Zhiyuan's Autumn Thoughts. The poem describes six consecutive images to outline a specific artistic conception. The translator understands such images through the background and jurisdiction, and uses the encyclopedia knowledge background of Chinese and English languages to know that the cognitive structures of the six images are similar in the two countries, which can realize equivalent mapping. Therefore, literal translation is adopted. However, this step is not enough. In the process of mapping the source domain to the target domain, the six images have different salience, and Xu reconstructs the salience structure of the translation. These two sentences are expressed as a series of verbs "wreathed", "fly" and "flow" to highlight the three images of "枯藤", "昏鸦" and "流水", so that the whole poem has a certain focus. This is an important reason for the profound meaning of Chinese classical poetry. However, English pays attention to spatial logic. The translator adopts the implicit transformation of spatial perspective in construal, and adds prepositions and conjunctions to describe the spatial relationship between images, such as "over", "with", "under" and "near" in the text.

Therefore, construal can help the formation and logical layout of the translation. This translation is convenient for readers to understand the sense of poetry picture and grasp the logical relationship and position relationship of each image in the original poem. Literal translation retains the figurative image and style of ancient Chinese poetry and realizes the cognitive effect equivalence of metaphor translation.

3.2 FREE TRANSLATION
As we referred earlier, metaphor is a language, a cognition and a culture. People using different languages have different cultural backgrounds and cognitive systems, which lead to the asymmetry of some metaphors, which brings untranslatability to metaphor translation to some extent. At this time, the translator needs to understand the concept and meaning of the source language through the scope, background and perspective, and find out the similar or equivalent conceptual meaning and content in the target language.

Example 2: 世无洗耳翁，谁知尧与跖？——李白《古风》
Xu’s translation: There is no connoisseur in this age, who can tell a thief from a sage.

There are a lot of cultural backgrounds in this poem. Westerners do not understand the metaphors of the three images of "洗耳翁", "尧" and "跖". The translator needs to extract the poet's metaphor from the jurisdiction and background, and then use the Western perspective to find the corresponding human and material roles in Western culture. In this way, the target language readers can understand the poem more easily, which is the whole process of free translation and cognitive metaphor translation.

3.3 CONVERSION TRANSLATION
In order to achieve the most effective equivalent translation, we can also convert metaphor into other forms. Therefore, there are conversion methods, the most important of which is the conversion of metaphor into metonymy. In previous studies, some scholars classified metonymy as a part of metaphor, but later studies found that they are different, and metonymy is a more basic cognitive way. Although metonymy and metaphor are based on people's cognitive experience, they are different in the way of understanding knowledge. The former relies on the relevance between things. For example, in China, when we mention the red scarf, we think of primary school students; The latter uses the similarity between things to describe things in another conceptual domain with the characteristics of things in one conceptual domain.

Example 3: 马嵬坡下泥土中，不见玉颜空死处——《长恨歌》
Xu’s translation: Where 'mid the clods beneath the slope he couldn't forget; The fair-faced Lady Yang, who was unfairly slain.

Changing metaphor into metonymy is also a way to retain the cultural color of the original poem. "玉颜" originally refers to all beauties, but it is translated into "the fair faced lady Yang" by metonymy. [7]

4. CONCLUSION
Through the exploration of metaphor translation in ancient poetry, this paper realizes the importance of metaphor in ancient poetry translation, and finds out the law of metaphor in language translation. Metaphor translation is divided into three methods: literal translation, free translation and transformation. For these three strategies, one is to help the translator in the process of translating ancient poetry; the other is to help the readers appreciate the translation. The use of construal theory highlights the subjectivity of the translator in translation, but the translator uses the elements of construal to present an objective, coherent and logical translation. Therefore, people
pay attention to the relationship between objectivity and subjectivity in translation.

REFERENCES
Enlightenment of Ideological and Political Education in Junior Middle School from the Perspective of Vygotsky's Social Constructivism

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Abstract: Ideological and political education is an important channel to strengthen the moral quality of junior middle school students and enhance their sense of social responsibility. Attracting junior middle school students to the curriculum of morality and rule of law is the top priority of junior middle school ideological and political education. This paper discusses that Vygotsky's social constructivism promotes the ideological and political education in junior middle school. It also points out the shortcomings of the current curriculum of morality and rule of law in junior middle school, and improves the current situation in the future education and teaching activities to improve the teaching quality.

Keywords: ideological and political education; Vygotsky; social constructivism

INTRODUCTION
Ideological and political education in junior middle school is mainly manifested in the course of morality and rule of law. In junior middle school, the spirit of ideological and political education is integrated into the course of morality and legal system. The course of morality and legal system is the main channel of ideological and political education in the stage of middle school education. It is a course for junior middle school students to carry out civic moral education and Marxist common sense education. The integration of Vygotsky's thought of social constructivism into the subject of ideological and political education in junior middle school can improve the quality of ideological and political education and teaching activities in junior middle school, establish good personal quality and social morality, and cultivate socialist builders and successors who meet the needs of the country.

2. VYGOTSKY'S THOUGHT OF SOCIAL CONSTRUCTIVISM
To understand Vygotsky's social constructivism, we must start from the background of his learning and the times, and only after understanding the background of his thought can we have a deeper understanding of it. Vygotsky's social constructivism still has practical value in guiding teaching in modern middle school education.

2.1 INTRODUCTION TO VYGOTSKY
Levi Vygotsky (Lev Vygotsky, 1896-1934) was a famous Marxist psychologist in the early Soviet Union, the founder of cultural history theory and the pioneer of today's social constructivism. His thought was influenced by Vico, Kant, Marx, Piaget, Bruner and others. Vygotsky creatively constructed social constructivism composed of cultural and historical development and psychological development theory, thinking and language relationship theory, zone of proximal development theory and scaffolding teaching theory. [1]

3. THE IDEOLOGICAL SIGNIFICANCE OF SOCIAL CONSTRUCTIVISM
3.1 BRIEF INTRODUCTION TO SOCIAL CONSTRUCTIVISM
Vygotsky's social constructivism actively constructs his unique social constructivism from two aspects: the external environment and social and cultural resources of the cognitive individual. It mainly includes cultural history and psychological development theory, thinking and language relationship theory, proximal development Zone theory and scaffolding teaching theory. [2]

3.2 THE GUIDING SIGNIFICANCE OF SOCIAL CONSTRUCTIVISM
The theory of cultural history and psychological development holds that the change of man's psychological process is consistent with the change of his practical activities. [3] All advanced psychological functions are internalized social relations and the basis of the social structure of personality. All essence of their composition, occurrence structure and behavior mode is social. [4] The theory of the relationship between thinking and language holds that children learn through internalization through external dialogue. He believes that any human activity needs to be generated and completed through an intermediate system. This kind of psychological activity is produced in people's communication and cooperation, which needs to be formed in external activities first, and then gradually transferred to people's psychological activities.
According to the theory of proximal development zone, there is a certain distance between students' actual development level and potential development level. The education leader is the development of junior middle school students, and also creates the potential development level of junior middle school students. Scaffolding teaching theory holds that scaffolding is a conceptual framework for students to understand knowledge, which is used to promote their deeper understanding of knowledge. Teachers should decompose the complex learning tasks, establish the scaffold concept and framework between each small knowledge point, guide students to use the scaffold to continuously get further, deeper and more difficult knowledge points, connect small pieces of knowledge into large pieces of knowledge, and realize the teaching method from simple concepts to complex concepts.

4. DEVELOPMENT OF STUDENTS IN JUNIOR MIDDLE SCHOOL
The junior middle school stage is the end stage of compulsory education, which has the significance of student sublimation. At this stage, individuals grow from young children to children and adolescents, and their thoughts are gradually mature. They are facing the diversion of entering general or vocational high schools. The junior middle school stage lays the personal ideological tone and the foundation for students' personal subsequent development.

4.1 THE LAW OF PHYSICAL AND MENTAL DEVELOPMENT OF STUDENTS IN JUNIOR MIDDLE SCHOOL
Junior middle school students are in the puberty of rapid growth, and their physical and mental development has the commonness of continuity, stage, strong fluctuation and so on. In addition, junior middle school students' physical and mental development also has individual differences, which are different in the development speed, the final level and the advantageous fields of development.

4.2 CURRENT SITUATION OFIDEOLOGICAL AND POLITICAL EDUCATION AND TEACHING ACTIVITIES IN JUNIOR MIDDLE SCHOOL
In addition to recognizing the law of physical and mental development of junior middle school students, we should also understand the current situation of ideological and political education and teaching activities in junior middle school. Junior middle school morality course aims to promote the further development of junior middle school students' moral quality, healthy psychology, legal consciousness and civic consciousness, form an optimistic and upward life attitude, and gradually establish a correct outlook on world, life and values. Junior high school students basically have strong national consciousness and patriotic feelings, have a positive and healthy orientation of life value, and have a preliminary legal consciousness, and can clearly distinguish good and evil in life. However, some junior middle school students still have a negative understanding of the individual and society, and can not correctly deal with the relationship between the individual and society.

5. THE GUIDANCE OF VYGOTSKY'S SOCIAL CONSTRUCTIVISM ON IDEOLOGICAL AND POLITICAL EDUCATION IN JUNIOR MIDDLE SCHOOL
Thought commands action. The junior middle school can make active use of Vygotsky's social constructivism in moral and rule of law classroom, combine Vygotsky's educational thought and strategy with China's junior middle school moral and rule of law classroom, and optimize the healthy development of junior middle school students' body and mind.

5.1 THE REALISTIC DILEMMA OFIDEOLOGICAL AND POLITICAL COURSE IN JUNIOR MIDDLE SCHOOL
At this stage, China's junior middle school ideological and political classroom education and teaching system and teaching materials are relatively perfect and highly organized, but there are also many deficiencies. First, the cognition of ideological and political thought in junior middle school is not profound. The course of morality and legal system is the transmission of national policies. How to integrate the national policies into the life and study of junior middle school students is a big problem. Second, the status of ideological and political course in junior middle school is low. The low status of ideological and political course in primary education leads to the insufficient attention of schools and society to ideological and political discipline, and the in-depth research on it is also insufficient. Third, book knowledge cannot be mapped to real life. In the classroom, the knowledge of ideological and political education is idealized. It shows contradictions and seeks answers in the designed conflicts. It does not play a role in guiding practice in real life and cannot be mapped to students' real life.

5.2 THE COMBINATION OF VYGOTSKY'SSOCIAL CONSTRUCTIVISMAND EDUCATIONAL PRACTICE
Based on the realistic dilemma of Ideological and political course in junior middle school, we should study how to integrate Vygotsky's social constructivism into it and promote students' positive development. First, we should find out the situation of students and their environment, respect the development of personality on the basis of respecting the commonness of student groups, and guide their development as individuals with their own life experience, that is, the cultural history and psychological development theory should be combined with educational practice. Second, teachers should learn to translate book knowledge into common sense of life, infect students with their own classroom charm, spread knowledge, and then raise
the ideological height of morality and legal course. The classroom is no longer just the propaganda of teaching materials, but also the enlightenment of junior middle school students' thoughts, which makes junior middle school students' thoughts more pattern, which requires teachers to activate the theory of the relationship between thinking and language. Third, teachers should formulate short-term learning objectives and long-term learning objectives. The short-term learning objectives serve the current level of students and the long-term learning objectives serve the expected level of students. They not only pay attention to the actual level of students, but also put forward specific, clear and feasible development requirements for students. Different students have different learning objectives and teach students according to their aptitude in the general case. It is necessary to promote students' personality development. Fourth, schools should actively build a learning support, not only to build a support between book knowledge, but also between life and learning. Pulling book knowledge into real life practice can not only deepen students' experience of knowledge, but also improve students' learning enthusiasm.

6. CONCLUSION

Vygotsky's social constructivism thought is an important theory of pedagogy. After the test of practice, it is in line with the development law of junior middle school students. In ideological and political education, as educators, we should thoroughly understand Vygotsky's social constructivism thought, integrate it into our work and learning, guide our teaching practice and make our education work smoothly.

REFERENCES
Expression of Chinese Traditional Color in Modern UI Design

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Abstract: Chinese traditional color contains rich cultural connotation, and the color concept has a different sense of mystery in the historical development. Through the theoretical research and case analysis of the concept and future development direction of modern UI design, this paper explains how to express the traditional color concept in UI design and convey the significance of traditional color in modern UI design, and the full text focuses on the way of integrating Chinese traditional culture in modern UI design, and finally summarizes the whole article. Taking the traditional color view as the guiding ideology of design, this paper deeply discusses the performance of Chinese traditional color view in modern UI design.

Keywords: modern design; Chinese traditional color; UI design

1. INTRODUCTION
UI design means a comprehensive design with beautiful interface, human-computer interaction and reasonable operation. UI design should not only have aesthetic visual experience, but also be scientific, practical and rational. At present, UI design lacks oriental characteristics. Copying, imitating and learning from the mode of western thinking hinders the development of UI design in China. A good protograph creates a "closed-loop" experience, and the content and text are captured more clearly. Chinese-style UI design should have simpler functions, clear levels, effective information acquisition, introduction of science and technology, smooth communication, more advanced identification technology and so on. There is no doubt that creating a unique style according to Chinese traditional color has become an inevitable trend of Chinese color design.

2. CHINESE COLOR CONCEPT AND MODERN UI DESIGN
2.1 CHINESE COLOR CONCEPT
Chinese traditional color is one of the oldest cultural forms of the Chinese nation, the most prominent geographical characteristics and the richest historical and cultural characteristics. Chinese traditional color aesthetics has unique systematicness and distinctive characteristics, which are very important for the application of color aesthetics in the art fields such as Chinese craft aesthetics and traditional painting. China's unique sense of color and aesthetic perception are the embodiment of the profound influence of Confucian and Taoist culture. Understanding the root and significance of traditional color will help us absorb the application of traditional color culture in the field of modern product design, and make the works have richer spiritual connotation and aesthetic style.

2.2 MODERN UI DESIGN
UI is short for user interface. UI design means the overall design of human-computer interaction, operation logic and interface aesthetics. Modern UI design considers not only how to arrange buttons and menus, but also how applications or devices interact with users and how websites interact with multiple users. [1]

2.3 CHINESE COLOR CONCEPT PERMEATES UI DESIGN
For the traditional color and traditional color concept, designers need to be rooted in their own mind and reflected in our design works. Only by pushing through the old and bringing forth the new can we constantly dig out good design works. The integration of traditional cultural elements and modern UI design is conducive to the diversified development of culture and the enrichment and perfection of Chinese traditional UI design.

APPLICATION OF CHINESE TRADITIONAL COLOR CONCEPT IN MODERN UI DESIGN
3.1 REASONS FOR THE EMBODIMENT OF TRADITIONAL COLOR CONCEPT IN MODERN UI DESIGN
(1) CULTURAL NEEDS
From the overall performance and characteristics, Chinese traditional color not only has its unique aesthetic value, but also has rich spiritual connotation and cultural value, reflecting the artistic form and aesthetic view of humanistic characteristics. To deeply explore the unique beauty of Chinese traditional color, we can start from four levels: taking, combining, extending and transmitting. "Taking" means emphasizing the use of traditional colors representing China. The national color tradition can not only be reflected in the form of simple color combination, but also in a strange understanding. Artistic conception is the original aesthetic category in China. "Taking" of color pursues the imagination, feeling and alignment of the overall expression of aesthetic space, inspiration and rich spiritual resonance. The basic principle of
applying traditional color is "taking", but it also needs the combination of color. As a profound cognitive form of language, traditional color can convey more meaning and essence than its own color, so as to achieve the effect of "expressing meaning with color". Its physiological and psychological influence should be considered in the choice of color. "Combining" refers to the combination of color and various elements, materials and parts, not only the combination of color, but also the combination of color and materials, shape, users, society and so on. In order to use traditional color to understand the overall situation and environment and give full play to its positive role, we need to pay attention to reasonable coordination and learn from the experience of color association with Chinese characteristics, in combination with color. In the field of application, we should ensure large efforts and more coordination. For example, red is a traditional color in China, which is deeply loved by everyone and has been widely used in Chinese design style. But red is exciting. Using red in a large area will make people tired and angry. Due to these visual characteristics, through contrast brightness and purity, we can reduce the use area, reduce cleanliness, color combination, neutralization, etc., reduce their visual impact, or change the arrangement, area and proportion of colors, so as to create a harmonious aesthetic visual effect.

"Extending" shows the symbolic, psychological and color content of traditional color in the modern application of traditional color. Chinese color theory has high psychological characteristics and is a subjective color system. The theory of yin and yang, the view of five elements (metal, wood, water, fire and earth), the view of ethics, and even the sorcery culture have formed a traditional psychological outlook. The application of traditional color should not stay in presentation, but must pay attention to the symbolic significance of color. Traditional colors show the expression function of original flavor Chinese color theory, influenced by Xuanwu (of Taoism) God of the Northern sky) and Confucianism, is very rich in symbolic color. This subjective association of color is determined by traditional culture and thinking. For example, from the perspective of psychology, white can produce a pure, bright and calm association, which has profound philosophical significance. [2] The use of color in Chinese art works depends on perception, not on science. For example, Chinese painting can draw bamboo with vermilion or ink, and use ink to express landscape and show the vitality of things, rather than the color of the material itself.

"Transmitting" means that it is necessary to convey Chinese artistic spirit and aesthetic pursuit in color design. The Chinese traditional color, which feeds on thousands of years of culture in different regions, nationalities and times, presents rich connotation and vitality. Behind Chinese color aesthetics lies the traditional spirit of Chinese culture, focusing on the harmony between man and things. Chinese traditional aesthetics with Confucianism and Taoism as the core advocates the harmony of function and form. According to the principle of "adapting to nature and making the best use of everything", we advocate simple nature. Chinese traditional color embodies the common cultural concept of "truth", "goodness" and "beauty".

(2) AESTHETIC NEEDS

Traditional color design will play an aesthetic role in interface design. Considering the common understanding of traditional colors, some Chinese color elements can be added from the traditional sources, so as to naturally enhance the cultural background of UI design works, cultivate the understanding of Chinese color culture, enhance the user's sense of national identity, and improve users' emotional experience. Website interface design and Chinese color design are often easy to attract users' attention, and then users' behavior can be predicted, such as pressing buttons involuntarily, browsing, etc.

3.2 THE CONCRETE EMBODIMENT OF TRADITIONAL COLOR CONCEPT IN MODERN UI DESIGN

(1) APPLICATION OF TRADITIONAL COLOR

As the inheritance of historical and cultural crystallization, Chinese traditional color system has a profound impact on the life and color habits of the Chinese people for thousands of years. Traditional Chinese colors such as red, yellow, black, white and green have become the basic standard for Chinese people.

For example, yellow is often the symbol of monarchy, which began with the thought of "land worship" of people engaged in agricultural production. According to Chinese religious instruction, yellow is the five elements of the earth, which is located in the center of the universe. Red is China's representative color, a festive color, and also China's most traditional color, because only fiery red can express the joy of the heart.

(2) USE OF CLASSICAL COLOUR MATCHING

Classical color matching also plays a key role in modern UI design, such as peacock green, neoclassical red, elegant water moonlight and other auxiliary colors. The picture composition is simple, elegant and atmospheric.

For example, the Imperial Palace app uses a large number of classical colors in the interface design. Each special column uses the basic colors of cultural relics with neoclassical red and classical yellow, plus some auxiliary colors to show the humanistic flavor of cultural relics over the years. In the interface design, the humanistic attribute of color should also be taken into account. If the color matching suitable for Chinese local folk culture and tradition is selected, the user's acceptance will be higher.
CONCLUSION
The UI design industry has just emerged in the global software industry. It belongs to the combination of high-tech design industry. The industry has actively explored and developed new human-computer interaction technology and speech recognition technology. Through the commercial achievements and huge returns brought by various high-end technologies, mankind has seen the dawn of the development of human-computer interaction technology and UI. The technical content of user interface design is higher and higher, and the demand for talents is stronger and stronger. Chinese traditional color concept has experienced a long cultural precipitation and has unique spiritual connotation. It is an important reference object in our modern UI design. Therefore, we should continue to deeply study the relationship between Chinese traditional color concept and UI design, fully explore its aesthetics and symbolism, and comprehensively improve the research level from the three aspects of theory, practice and science and technology, so as to achieve the high performance of Chinese traditional color concept in modern UI design.

REFERENCES:
The Practice of School-running Path of Intangible Cultural Heritage Nanyin Colleges under the Guidance of Marxism

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Abstract: The development of socialist culture with Chinese characteristics must adhere to Marxism, strengthen the protection and inheritance of traditional cultural heritage, and promote the creative transformation and innovative development of Chinese excellent traditional culture. The modern inheritance and development of the Intangible Cultural Heritage Nanyin can be guided by Marxism, combining theory with practice, in the process of running colleges and universities, focusing on local economic, cultural and educational services, fostering school-running distinctive brands, for the inheritance of the world's intangible cultural heritage and the dissemination of Chinese excellent traditional culture. Provide experience for reference.

Keywords: Marxism; intangible cultural heritage; Nanyin; school

1. INTRODUCTION
The socialist culture with Chinese characteristics originates from the excellent traditional Chinese culture. The development of the socialist culture with Chinese characteristics must adhere to Marxism, strengthen the protection and utilization of cultural relics and the protection and inheritance of cultural heritage, and promote the creative transformation and innovative development of the excellent traditional Chinese culture. Marxism believes that the function of culture is the embodiment of cultural value, among which there are functions of enlightenment and cultivation. Guided by Marxism, it helps us to correctly grasp the importance of the protection and inheritance of intangible cultural heritage, and rationally follow the correct direction of the protection and inheritance of intangible cultural heritage.

The connotation of the school-running characteristics of colleges and universities is rich, and the subject characteristics are the main component of the core competitiveness of colleges and universities, and are the important support and foundation for forming the school-running characteristics of colleges and universities[1]. Quanzhou Normal University paid close attention to the inheritance and development of the excellent Chinese traditional culture-Quanzhou Nanyin earlier, and grasped the local cultural context and the trend of higher education development, serving the needs of local and regional cultural construction, and according to the actual school running conditions and social conditions. As needed, it created a talent training model for Nanyin to inherit the country’s excellent traditional culture, developed a school with characteristics, and explored a way to cultivate, protect and inherit the Chinese excellent traditional culture and intangible cultural heritage under the guidance of Marxism.

2. INHERITANCE AND DEVELOPMENT OF WORLD INTANGIBLE CULTURAL HERITAGE NANYIN UNDER THE GUIDANCE OF MARXISM IN COLLEGES AND UNIVERSITIES

The Sinicization of Marxism cannot be separated from the soil of traditional culture, and the revival of traditional culture cannot be separated from the correct guidance of Marxism. Integrating theory with practice is the most important theoretical quality of Marxism. Under the guidance of Marxist theory, the World Intangible Heritage Quanzhou Nanyin can link the origin of culture with the objective reality of the subject, give full play to the functions of universities, and realize the modern inheritance and development of traditional culture.

2.1. Clarify the differences in school running, based on the characteristics of Nanyin school
To seek development by running a school with characteristics is, a differentiated positioning, and the purpose is to establish one's own position through differentiated development in essence. Nanyin has a broad inheritance foundation in southern Fujian, and is widely spread among overseas Chinese at home and abroad. It has great artistic value and research value, and plays an important role in the national cultural strategy and the strategy of a cultural province. They proactively sought support from government departments; carried out a large number of field surveys, collected first-hand information and research, and compiled the first college Nanyin talent
In the process of running the school, Nanyin always bases itself on the local economic and cultural construction of Quanzhou, maintains close ties with enterprises and industries, and serves the development of local culture. In school-local cooperation, actively strengthen ties with government functional departments, give full play to the role of political participation and discussion, actively make suggestions and suggestions, form a joint effort to promote Nanyin's entry into the classrooms of primary and secondary schools, and strengthen Nanyin's foreign cultural exchanges and output. In school-enterprise cooperation, schools and enterprises share resources and jointly form art troupes. In school-local cooperation, the college has established 21 internship practice bases with universities, enterprises, industries, provincial and municipal cultural departments, and primary and secondary schools at home and abroad to provide relevant professional practice places and positions for master students. Extensive cooperation with the industry in aspects such as training. To expand the practice ability rehearsal in teaching, and truly achieve "learning for application". In this process, students have acquired relevant knowledge of art management in planning, organization, management and coordination of a large-scale event, forming an effective integration of "in school and out of school", "in and out of class" and "learning practice", so that teaching can be applied. In practice, let practice test teaching, and cultivate talents with solid professional performance skills such as singing and performance, and strong stage art management practical ability.

2.4. Strengthen foreign exchanges, inherit and promote traditional culture

The college creates an excellent internal and external environment, builds a talent training center for Nanyin undergraduates and masters, becomes a new force in the inheritance and spread of Quanzhou Nanyin, and contributes to the spread of Quanzhou culture at home and abroad represented by Nanyin. In the course teaching, both cosmopolitan and nationality are taken into consideration. The college often invites well-known experts and scholars from the traditional music academia at home and abroad to give lectures, and timely enrich the frontier information of music development and teachers' scientific research results in the teaching content, reflecting the solid knowledge of the Quanzhou folk music profession and presenting academic and local characteristics. Strengthening foreign exchanges, the college actively "going out" to find more opportunities for students to serve as a platform for students to practice, and actively carry out joint training with Nanyin groups at home and abroad. The college organizes teachers and students to conduct music exchange activities at home and abroad, especially in Southeast Asian countries, which broadens the academic horizons of teachers and students. At the same time, it showcases contemporary Chinese higher education in the spread of Chinese excellent traditional cultural activities around the world. This is the best embodiment of the
function of cultural inheritance and cultural innovation performed by universities, and the best interpretation of the contemporary living inheritance of the "Convention for the Protection of World Cultural and Natural Heritage" formulated by UNESCO.

2.5. Nurture scientific research platform to promote the cultural heritage of Nanyin

Nanyin also gives full play to the role of some scientific research platforms. Through the "strong alliance" between universities and colleges, government departments, and Nanyin professional groups, it gives full play to the unique advantages and characteristics of undergraduate and master's professional personnel training, and gathers the cultural protection of Nanyin at home and abroad. Inheritance and innovation development strength, focusing on solving practical problems in the inheritance and development of Nanyin culture, explore new models of collaborative innovation and international exchanges and cooperation in the inheritance and development of Nanyin culture, and produce a batch of high-quality teaching and scientific research results to promote Inheritance and development of Nanyin culture. For example, the establishment of the "Nanyin Cultural Inheritance and Development Collaborative Innovation Center" to provide corresponding mechanisms and measures to provide priority or preferential support in terms of school funding, institutional settings, personnel management, overseas enrollment, scientific research projects and distribution policies, etc., to form a conducive to collaboration Innovative policy convergence area, deepen the reform of the scientific research system, innovate organizational management, strengthen open cooperation, form integrated advantages, stimulate scientific research vitality, highlight problem orientation, aim at the needs of Nanyin cultural heritage and development, innovate talent training models, and improve the quality of talent training.

3. EXPERIENCE AND INSPIRATION

"The combination of Chinese traditional culture and Marxism fits the needs of the modernization of Chinese traditional culture. From the perspective of the development of Chinese traditional culture, the process of Sinicization of Marxism is also the process of modernization of Chinese traditional culture." World Intangible Heritage The inheritance and development of Nanyin must be based on social needs. Nanyin has a broad mass base in southern Fujian and Southeast Asia. The school runs on the basis of "rooting in historical and cultural cities and cultivating Nanyin cultural heritage talents" to cultivate high-level talents of Nanyin. With the platform of colleges and universities, it can truly and effectively realize the inheritance of Nanyin in Quanzhou. Realize the contemporary continuation of traditional music, promote the development of Quanzhou Nanyin culture in theoretical and practical research, promote national culture and spirit [3], and become a national demonstration point for the protection of intangible cultural heritage and the main position of Nanyin academic research. To promote the development of Quanzhou Nanyin culture from a higher and more level, to provide a new path for the inheritance and development of traditional music in my country.

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Constructing the Ethnicity in the Xinjiang Main Melody Film (2009-2019)

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Abstract: The Xinjiang film plays a unique role in the film history of China. It is considered as the unique type of films filled with the national costume, the Uyghur song and dance, the spectacular landform, as well as the combination of diverse ethnic groups. Within recent years, many film production companies are built up in Xinjiang because of the preferential tax policy. This phenomenon also invigorates the Xinjiang film. Besides, as the cross-border issue, Xinjiang was the turbulent area and it is getting much more stable with the strong administration of the government. Additionally, due to the geography, Xinjiang is inconvenient for transportation with basins, hills, and desserts and far away from the ocean. However, with the aim of swiftly developing the transportation of the government, the highway in Xinjiang has improved greatly and meanwhile benefits the economy as well. More importantly, in order to solve the education and employment difficulty, the government implements the subsidy policy and support for children under the age of compulsory learning in the rural area from 2005, especially in Southern Xinjiang. Based on these circumstances, to some extent, the Xinjiang film between 2009 and 2019 reflects and constructs the ethnicity, namely the gratitude for the motherland, the harmonious state of different ethnic groups, and the valuable virtue in the commoner.

In speaking of the films produced in Xinjiang from 2009 to 2019, a series of so-called “Main Melody Films” (they aim to find and laud the true, the good, and the beautiful from the realistic or historical aspect) act as the fundamental character in fact. These films are paid much attention and assisted by the local film studio, the television station, and also the national department. The Main Melody Film (abbreviated to MMF) not only eulogizes everything that represents the positive, but also accords with the essential trend. Meanwhile, it builds the vital recognition and comprehension on the ethnicity. A couple of MMFs that function as the gift to the country or the party, or are produced by the state department come out, such as The Great River (2009), Under the Sky of Urumqi (2011), Live or Death in Lop Nor (2012), Genuine Love (2014), Taklimakan’s Drumbeat (2017), and Kunlun Brothers (2019). Therefore, this study attempts to illustrate how the ethnicity is reflected and constructed through the textual analysis of these six MMFs between 2009 and 2019 in Xinjiang. In the recent years, MMF in Xinjiang reflects and builds the ethnicity in the form of gratitude, harmony, and virtue.

Regarding the importance of this topic, explanations are as follows:
First, from the perspective of nation, Xinjiang, a place consisting of fifty-five minorities, is attached with much importance by the government in different areas, such as economy, security, transportation, education and employment. It concerns the peace and prosperity of the whole country as one of the five Minority Ethnic Autonomous Regions, the largest landmass, and the provincial level unit that has the most neighboring countries. In order to maintain the fruitful achievement, the MMF in Xinjiang, therefore, is invested with the obligation of imaging and strengthening the ethnicity.

Second, from the angle of education, knowledge fundamentally matters in the economic development. In Xinjiang, especially Southern Xinjiang, poverty alleviation is a crucial task till now. Thus, education becomes the key solution to poverty reduction. The Xinjiang MMF that focuses on gratitude, virtue, and harmony, as a result, helps understand the significance of education and enhance the motivation and desire of learning for parents and students simultaneously.

Third, from the cultural aspect, Xinjiang is the combination of distinct ethnic groups, such as Han,
Uyghur, Kazak, Hui, and Mongol. The cultural difference may lead to the misunderstanding and disharmony at times. Study on the Xinjiang MMF is also the exploration and advancement of fusion of cultures. In reality, the Xinjiang MMF builds and consolidates the moral basis for people from different ethnic backgrounds to respect and understand mutually.

2. LITERATURE REVIEW

As the most important type of films, The Xinjiang Main Melody Film is, to the great extent, the reflection and construction of the ethnicity, namely the virtue in the commoner, the harmony among different minorities, and the thankfulness for the support of the country.

In line with Chenyu Gu and Ming Xiao (2020) [4], in the 1990s, the television and film in China puts forward the concept of Main Melody Film, which possesses the political education, the ideology transmission, the moral teaching in addition to the aesthetic and entertaining function (27). Also, based on Dongmei Zhu (2013) [10], The Great River reveals the virtue of the characters, the persistence, and the bravery from the perspective of history and human nature in the improvement of the Tarim River (88). Besides, on the basis of Yu Li (2011) [6], Guoqing Gu believes that the film (Under the Sky of Urumqi) images the big from the small. This film reflects the beautiful harmony of cohesion, harmony, progress, and creation of homeland of diverse ethnic groups in Xinjiang. It is the paragon of national unity, and the exceptional film that is the present to the Ninetieth Founding Anniversary of the Communist Party of China (Li 2011, 43). Additionally, in the light of Jiajie Li and Hao Shen (2016, 37) [5], as the Main Melody Film Live or Death in Lop Nor reflects the exploration with the faith for the Xinjiang local film, harmonizes the magnificent scenery, the powerful virtue of the humankind, and the glamour of the film. Furthermore, according to Yunxiang Bai and Mei Xiu (2020) [1], Kunlun Brothers is the integration of the individual virtue and the national unity. It reflects the beauty of sincerity in the cadres and the commoner from different cultural background and the ethnic unity (120). Also, based upon Yunzhao Bai and Jianjun Xiong (2020) [2], with the new century, the Xinjiang film is created in line with the national harmony and common prosperity, catering to the principle and publicity of the country and the party (10-11). Additionally, Xian Ma (2018) [7] talks that in the new century many Main Melody Films that praise the ethnic unity and harmony and the development and progress of the era come out (112). In 2017, Huanggang Gao [3] points out that the Tianshan Film Studio produces many well-received films that concentrate on the profound life, people, and the spirit of the time after the Eighteenth National Congress of the Communist Party of China (1). Moreover, in accordance with Silamu (2020, 112) [8], with the attention and assistance of the party and the country the Xinjiang film gains the remarkable achievement. She also points out that the Xinjiang Main Melody Film and other types of films insistently extol the true love, the virtue, and the beautiful life (112).

3. METHODOLOGY

As of methodology, this study will utilize textual analysis to explore how the Xinjiang Main Melody Film images and constructs the ethnicity. It expresses the ethnicity through harmony, virtue, and gratitude in particular.

According to Jason Smith (2017) [9], “Textual analysis is a method of study utilized by researchers to examine messages as they appear through a variety of mediums” (1). In brief, textual analysis is the effective way of distinguishing the useful information from the rest. In this study, it is of much importance to shed light on the ethnicity construction in each of the Xinjiang Main Melody Films. Besides, it pays great attention to the original text and background and sticks to the question raised. It is helpful to capture and explore the answer or the expression in the film. Also, textual analysis is irreplaceable in adequately exemplifying the view through the evident detail.

4. CONCLUSION

To sum up, the Xinjiang Main Melody Film from 2009 to 2019 is created and produced under the national encouragement, such as the favorable tax policy for the film production, the developing transportation, the stable social environment, and the finance assisting education. In accordance with these facts, this research demonstrates that the six Xinjiang Main Melody Films, namely The Great River (2009), Under the Sky of Urumqi (2011), Live or Death in Lop Nor (2012), Genuine Love (2014), Taklimakan’s Drumbeat (2017), and Kunlun Brothers (2019), objectively image and meanwhile centrally construct the ethnicity of Xinjiang in the form of gratitude, harmony, and virtue.

REFERENCES


ACADEMIC PUBLISHING HOUSE
Research on public participation in Guangxi Minority Areas

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Abstract: The issue of public participation is related to positioning the relationship between the government and citizens. It is an essential embodiment of residents’ concern for society and shouldering their social responsibilities. At present, Chinese society is in a period of transformation. Social citizens actively participate in public affairs and give advice for the construction and development of the country. At the same time, various international volunteer activities are also in full swing. In the new era, new changes have taken place in public participation. For example, from the original passive participation to active participation, the methods and ways of participation are more in line with the requirements of legitimacy, the ways of participation are more diversified, and the sense of effectiveness of participation is significantly enhanced. Based on the previous research findings, it is necessary to introduce public participation. First, the legalization process of public policy for citizens' participation is a process in which various interest groups in society play a game and finally reach a compromise; Second, public participation is a necessary way to make up for the defects of limited rationality of the government and overcome the corruption of public power. Moreover, it can limit the self-interest of government personnel, protect public interests from being infringed by public power, and make public policies effectively achieve policy expectations because of the cooperation of the public [1,2]. As a minority area, strengthening and improving the social participation of ethnic minorities in Guangxi Zhuang Autonomous Region is a learning process and a process of straightening out the relationship between individuals, society, and the state. As a particular group in China, the public participation of ethnic minorities directly affects government activities and government performance evaluation. It will have different effects on society, technology, psychology and other aspects in this process. Therefore, our government should strive to improve the level and intensity of public participation in ethnic minority areas.

Keywords: Minority Areas; Public participation; Research

1. RESEARCH DESIGN
1.1 Data acquisition
A total of 500 questionnaires were collected through online distribution, of which 498 were valid. Most of the samples are people who work, study and live in Guangxi. As shown in Figure 1 and Figure 2, in the questionnaire, the ages are 18 to 67 years old, respectively, with an average age of 23.5 years, including 171 males and 327 females. In terms of political outlook, there are 96 CPC members and 402 non-CPC members.

Figure 1 Gender distribution of men and women

Figure 2 Distribution map of political outlook

As shown in figures 3 and 4, in terms of ethnic attribute distribution, since Guangxi belongs to ethnic minority areas, there are 297 ethnic minorities and 201 Han people. In terms of education level, there are 18 people with high school education or below, 432 people with college and undergraduate education, and 47 people with master's degrees or above.
As shown in Figure 5, there are 341 students in school, 24 in enterprises and institutions, 37 in private enterprises, 63 in government departments, 31 in other occupations and 5 unemployed. Since the questionnaire was initially distributed to colleges and universities in Guangxi, the proportion of college students in the sample is significant, and education is high.

1.2 Variable selection

1.2.1 Dependent variable

Participate in community, people’s Congress and other election activities. Public service theory holds that public interest is the goal pursued by the government. Through extensive public dialogue and consultation, we can establish long-term social development goals and provide a stage for forming a common interest consensus. New public service has four theoretical sources: citizenship in a democratic society, community and civil society, organizational humanism and organizational dialogue theory [3]. The theory holds that the self-management of social affairs is an essential manifestation of public participation in social governance. The public expresses their voice according to their wishes and participates in social construction affairs, reflecting the universality and mass of involvement. In the process of public participation, the orderly and legal nature of the participation system is an important guarantee, which means that the Constitution and law must protect citizens’ right to participate and supervision, and citizens’ effective exercise of the right to participate can be guaranteed through the system and channels reflecting citizens’ right to participate. No individual citizen, organization or government can infringe and deprive them. Otherwise, it will be illegal, subject to legal investigation and sanctions. Such system design and arrangement ensure the freedom of ordinary citizens in the participation mechanism. One is political freedom, that is, citizens can freely participate in public affairs-Nomination, competition and voting of candidates for post; The second is freedom of speech, that is, citizens can voluntarily put forward suggestions or express doubts about state and social obligations [4].

1.2.2 Independent variable

Participate in collective activities such as social practice, pay attention to current national affairs, and public policies’ fairness. Public policy concerns every individual citizen. To reflect the requirements and wishes of most citizens, citizens need to participate in the formulation, implementation and feedback of public policy [5]. From the public policy process perspective, there is a risk of a lack of fairness in policy formulation, implementation, completion, and other links. The lack of right in the process of policy-making is reflected in the absence of justice in the collection and selection of policy target information, the lack of freedom in policy content and the lack of right in policy subjects; The lack of fairness in the process of policy implementation is reflected in the absence of fairness in the information channel for the policy target group to understand the policy content, the lack of justice in the investment and use of policy resources, and the lack of fairness in the implementation of the policy implementation subject [6]. The lack of attention to social affairs makes it difficult for social development to adapt to the rapidly developing economic situation. The main challenge facing China in the future comes from the fairness and justice of Social Affairs [7]. The government is the executor of national public power and the interest representative of all social citizens. The essential attribute of government fairness determines that the resources it can allocate and the institutional arrangements it can use must also be fair.
As an institutional arrangement of "authoritative distribution of social values", public policy must take equity as its core value standard and pay attention to social equity [8].

1.2.3 control variable

Gender, individual age, political status, occupation, education level, nationality. The control variables of this study include: gender (dummy variables: 1 for men and 2 for women) to explore whether there are differences in participation between men and women in ethnic areas; Age (continuous variable); Communist Party members (dummy variables: 1 for Communist Party members, 2 for non-party members) explore whether the political identity of Party members has an impact on participation. As the main body of involvement, the characteristics held by these individuals and the national character are related to whether the participation can be carried out positively and actively.

1.3 Data analysis

1.3.1 Correlation analysis

Table 1 Correlation of various variables

<table>
<thead>
<tr>
<th>Participate in elections</th>
<th>Gender</th>
<th>Political status</th>
<th>National</th>
<th>Education level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.168**</td>
<td>.232**</td>
<td>.058</td>
</tr>
<tr>
<td>(two-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of cases</td>
<td>498</td>
<td>498</td>
<td>498</td>
<td>498</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.168**</td>
<td>1</td>
<td>.086</td>
<td>.034</td>
</tr>
<tr>
<td>Gender significance</td>
<td>.000</td>
<td>.055</td>
<td>.445</td>
<td>.965</td>
</tr>
<tr>
<td>(two-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of cases</td>
<td>498</td>
<td>498</td>
<td>498</td>
<td>498</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.232**</td>
<td>.086</td>
<td>1</td>
<td>.158**</td>
</tr>
<tr>
<td>Political profile</td>
<td>.000</td>
<td>.055</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>(two-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of cases</td>
<td>498</td>
<td>498</td>
<td>498</td>
<td>498</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.058</td>
<td>.034</td>
<td>.158**</td>
<td>1</td>
</tr>
<tr>
<td>National significance</td>
<td>.193</td>
<td>.445</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>(two-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of cases</td>
<td>498</td>
<td>498</td>
<td>498</td>
<td>498</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-.052</td>
<td>-.002</td>
<td>-.244**</td>
<td>-.181**</td>
</tr>
<tr>
<td>Significance of education level</td>
<td>.243</td>
<td>.965</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>(two-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of cases</td>
<td>498</td>
<td>498</td>
<td>498</td>
<td>498</td>
</tr>
</tbody>
</table>

(Note: **At the level of 0.01 (two-tailed), the correlation is significant)

Table 1 shows the relationship between public participation in elections and gender, political outlook, nationality and education level. It can be seen from the table that the correlation coefficient between public participation in elections and gender is 0.168, and the significance value of the correlation coefficient is 0.000, which is less than the significance level of 0.01. Therefore, it is known that the linear correlation between public participation in elections and political outlook is significant. Regarding national attributes and education level, the correlation coefficient between them is more significant than 0.01, so the linear correlation with public participation in elections is insignificant.

1.3.2 Influencing factors of public participation

In order to explore the factors affecting public participation, a nonlinear regression model on public participation is established below. The model includes essential variables such as gender, political outlook, occupation, education and nationality, and paying attention to current affairs and participating in social activities. The evaluation variables of public policies are shown in Table 2.

Table 2 Non-linear regression analysis of public participation

<table>
<thead>
<tr>
<th>Variable</th>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
<th>Model 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>0.101**</td>
<td>0.101**</td>
<td>0.100**</td>
<td>0.102**</td>
<td>0.094**</td>
<td>0.088**</td>
</tr>
<tr>
<td>CPC member</td>
<td>0.148***</td>
<td>0.147***</td>
<td>0.144**</td>
<td>0.145**</td>
<td>0.134**</td>
<td>0.128**</td>
</tr>
<tr>
<td>School student</td>
<td>0.123***</td>
<td>0.123***</td>
<td>0.107**</td>
<td>0.113**</td>
<td>0.123**</td>
<td>0.125**</td>
</tr>
</tbody>
</table>
With the deepening of legal education, citizens' awareness of public participation is being enhanced, especially among young college students. In the Internet age, the development of communication tools and network coverage has opened up a broader vision for public participation. Therefore, we should seize the opportunity of times and further encourage the younger generation to contribute to social construction actively. College students can take advantage of the winter and summer holidays and after-school time to actively participate in social practice activities. In addition, we should encourage college students to actively join the party, further encourage and develop new party members, play a pioneering role in public participation, and more actively lead other social groups to participate in public construction.

**CONCLUSION**

The public participation attitude of residents in minority areas in Guangxi tends to be positive. The basic personal attributes have varying degrees of impact on public participation attitude, among which the public participation of men, CPC members, and student groups is relatively high. In addition, the respondents' educational level and ethnic identity had no significant impact on public participation. Model 5 and Model 6, respectively, increase the attention to current affairs and politics and evaluate the fairness of public policy, which significantly improves public participation. The more attention to current national affairs, the higher the public participation. At the same time, the evaluation of the fairness and openness of public policy also has a significant impact on public participation.

From model 1 to model 6, gender, political outlook, and current occupation are significantly positively correlated in the control variables. This shows that the public participation of male CPC members and students is higher, while the level of education has no significant impact on public participation. Model 5 and Model 6, respectively, increase the attention to current affairs and politics and evaluate the fairness of public policy, which significantly improves public participation. The more attention to current national affairs, the higher the public participation. At the same time, the evaluation of the fairness and openness of public policy also has a significant impact on public participation.

The public participation awareness has been dramatically enhanced, especially among young college students. In the Internet age, the development of communication tools and network coverage has opened up a broader vision for the public participation of college students. Therefore, we should seize the opportunity of the times and further encourage the younger generation to participate in social construction actively. College students can take advantage of the winter and summer holidays and after-school time to actively participate in social practice activities. In addition, we should encourage college students to actively join the party, further encourage and develop new party members, play a pioneering role in public participation, and more actively lead other social groups to participate in public construction.

(2) We should establish an open, smooth, and effective channel for public participation. A perfect public participation channel is related to whether the public can clearly and effectively express their voice and a platform to ensure that the public can be familiar with and understand the dynamics of government work. There are different interest subjects in society, and each subject evaluates the same social event differently, so the participation and ideas expressed will be different. Therefore, we must use comprehensive scientific and technological means, combined with multiple platforms such as TV, newspapers, news and mobile phone clients, to better understand current affairs and politics and provide a more comprehensive and three-dimensional participation channel for public participation. Whether it is to participate in social affairs or put forward suggestions for public policies, every group can participate equally, making participation more brainstorming. At the same time, when the public participates in social activities, we should improve the supervision system and finally establish a long-term, fixed, and legal participation mechanism to make public participation more legalized and democratized.

(3) The government's formulation of fair and just public policies is related to the people's clothing, food, housing, and transportation. The quality of a public participation channel is related to whether the public can clearly and effectively express their voice and a platform to ensure that the public can be familiar with and understand the dynamics of government work. There are different interest subjects in society, and each subject evaluates the same social event differently, so the participation and ideas expressed will be different. Therefore, we must use comprehensive scientific and technological means, combined with multiple platforms such as TV, newspapers, news and mobile phone clients, to better understand current affairs and politics and provide a more comprehensive and three-dimensional participation channel for public participation. Whether it is to participate in social affairs or put forward suggestions for public policies, every group can participate equally, making participation more brainstorming. At the same time, when the public participates in social activities, we should improve the supervision system and finally establish a long-term, fixed, and legal participation mechanism to make public participation more legalized and democratized.

<table>
<thead>
<tr>
<th>Public Participation Factors</th>
<th>Education Level</th>
<th>Han Nationality</th>
<th>Participate in Group Activities</th>
<th>Pay Attention to Current Affairs and Politics</th>
<th>Policy Fairness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observed Value</td>
<td>498</td>
<td>498</td>
<td>498</td>
<td>498</td>
<td>498</td>
</tr>
</tbody>
</table>

(Note: *P<0.1 , **P<0.05 , ***P<0.01)

From the R2 of the model, the R2 value of benchmark model 1 is 0.043. After the evaluation of participating in collective activities and paying attention to current affairs and politics and policy fairness is added, the R2 values of model 5 and Model 6 significantly increase to 0.058 and 0.062. It can be seen that paying attention to current affairs and politics and evaluating government public policies affect the degree of public participation.

From model 1 to model 6, gender, political outlook, and current occupation are significantly positively correlated in the control variables. This shows that the public participation of male CPC members and students is higher, while the level of education has no significant impact on public participation. Model 5 and Model 6, respectively, increase the attention to current affairs and politics and evaluate the fairness of public policy, which significantly improves public participation. The more attention to current national affairs, the higher the public participation. At the same time, the evaluation of the fairness and openness of public policy also has a significant impact on public participation.

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(1) Continue to vigorously develop the cultivation of College Students' awareness of public participation. With the deepening of legal education, citizens' public participation awareness has been dramatically enhanced, especially the young college students. In the Internet age, the development of communication tools and network coverage has opened up a broader vision for the public participation of college students. Therefore, we should seize the opportunity of the times and further encourage the younger generation to participate in social construction actively. College students can take advantage of the winter and summer holidays and after-school time to actively participate in social practice activities. In addition, we should encourage college students to actively join the party, further encourage and develop new party members, play a pioneering role in public participation, and more actively lead other social groups to participate in public construction.

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(4) The government's formulation of fair and just public policies is related to the people's clothing, food, housing, and transportation. The quality of a public participation channel is related to whether the public can clearly and effectively express their voice and a platform to ensure that the public can be familiar with and understand the dynamics of government work. There are different interest subjects in society, and each subject evaluates the same social event differently, so the participation and ideas expressed will be different. Therefore, we must use comprehensive scientific and technological means, combined with multiple platforms such as TV, newspapers, news and mobile phone clients, to better understand current affairs and politics and provide a more comprehensive and three-dimensional participation channel for public participation. Whether it is to participate in social affairs or put forward suggestions for public policies, every group can participate equally, making participation more brainstorming. At the same time, when the public participates in social activities, we should improve the supervision system and finally establish a long-term, fixed, and legal participation mechanism to make public participation more legalized and democratized.
policy can directly affect the public's attitude towards the government. From the perspective of the relationship between public policy and social harmony, they complement each other. Fair public policy contributes to constructing a harmonious society and is the propeller of building a harmonious society. Fair public policies promote the formation of diversified interest consensus among social groups, standardizing the behavior mode and normal order of social groups, reducing interest contradictions and forming a stable interest coordination mechanism [9]. The unfairness of some public policies will not only reduce the government's credibility, hinder the implementation of public policies and reduce the efficiency of public policies, but also seriously frustrate the public's enthusiasm for participation. Therefore, guided by the fair value of policy, we should establish a mechanism for the public to participate in public policy, establish a clear legal channel for expressing opinions and interest game, form a benign interest drive of communication and interaction, and promote the maintenance and promotion of the interests of the public and interest groups in public policy.

(4) Increasing the education of citizens' active participation in social construction, enhancing citizens' awareness and ability are the internal driving force of public participation in public decision-making and the power source for enhancing the influence of public participation [10]. Some citizens' participation is not completely independent and still depends on the state and can not develop independently. Especially in the economic aspect, they are more dependent on the government. In addition, some social organizations are not strong enough and have a low degree of organization. In particular, some non-governmental organizations lack the ability of independence and self survival and development. Therefore, they still can not well implement all-round participation in social affairs and can not express the wishes of organization members to participate in social construction. Therefore, to carry out civic education and improve civic awareness, we must carry out educational reform. First, we must transform from ideological and political education based on obligation and responsibility to civic education; Second, we must go beyond utilitarian and biochemical education and return to the essence of education to implement civic education.

REFERENCES
Reinterpretation of Narratives of British and American Literature Based on Postmodern Feminism

Lanlan Cai
Quanzhou Normal University, Fujian 362000, China

Abstract: With the continuous progress of human civilization and the continuous development of the times, the research of certain literary works shines brighter in the development of the current era. With the continuous rise of feminism movement in western countries, feminist theories have become more and more abundant and have been spread and popularized, and the topics that women continue to explore and think are no longer limited to gender issues, but is to conduct a deeper research and analysis of the western cultural system.
Keywords: postmodern feminism; narratives of British and American literature; reinterpretation

INTRODUCTION
Under the influence of postmodernism theories, postmodern feminism is of great significance to the breaking and deconstruction of traditional theories. In the process of its continuous development, postmodern feminism has gradually expanded the voice of women and clarified the equality of women and men, making the concept of gender equality more deeply rooted in the hearts of people. Traditional feminism has its limitations, but postmodern feminism faces the reality directly based on Derrida's deconstructive thoughts, and proposes more diversified thoughts, and the thinking mode is more scientific and advanced.

1. OVERVIEW OF POSTMODERN FEMINISM
In the 1980s and 1990s, postmodern feminism gradually emerged, which is a unique feminism. It is undoubtedly the result of the development of the times. The rise of feminism movement and the needs of women's own development have led to the emergence of postmodernism in the society. Based on the social and cultural level and ideological field, postmodern feminism explores and analyzes the gender inequality in the society, and provides more scientific ways and methods for women's liberation. It is incompatible with theories of grand narratives and dualistic opposition, and advocates a pluralistic model which is more in line with Marxist dialectics. However, with the absolute strength, it shows the tenacity of women, reflects the topic of gender equality, and focuses on the study of oppression of women by male discourse hegemony. Postmodern Feminism inherits and surpasses traditional feminism to a certain extent [1]. It is not a pure feminist theory. It has conducted in-depth research and analysis of many theoretical schools, and meanwhile incorporated more scientific viewpoints from other theoretical schools. And it is also different from Modern Feminism. It strongly criticizes and denies all-inclusive, tall and magnificent modern theories, and effectively and powerfully criticizes all the macro theories related to society, history and politics. In addition, it strictly opposes the duality of knowledge structure, and advocates a more moderate way of thinking, as well as advocating pluralism and denying essentialism and universalism. Furthermore, it does not shy away from such practical problems as the differences between women and men and among women due to class, race and culture. Under the guidance of such a foundation and firm strength, postmodern feminism encourages women to show feminine charm and speak up, and opposes male hegemony.

2. REINTERPRETATION OF GENDER NARRATIVES OF BRITISH AND AMERICAN LITERATURE
Men have played an irreplaceable role in human society for an extremely long time. They not only played a leading role in the political and economic structure of the society at that time, but also led more literary discourse and even readers' psychology of accepting the works in the process of literary creation and civilization infiltration. Under the role that people gradually took for granted, people's profound views and habitual phenomena are likely to be fallacious, questioned and opposed. As for literary critics who pursue the truth of gender narration, they can not only question the authority of gender narration and interpretation of British and American literature and the mechanism of establishing this authority, but also examine the value of this authority shaped by western culture, so as to find a way out for the traditional gender narration and to make human civilization advance[2].

With the continuous development of this process and the never-ending pace of research, the research on gender narrative strategies in western classics has received extensive attention at home and abroad, and a large number of influential works have emerged. And the advancement of this research process and
research results can further promote the exchange and communication between Chinese and Western cultures. In the process of China’s continuous struggle for national independence, opposition and resistance to foreign colonialism, the British and American ideological trend has actually produced indelible significance and influence, which has greatly promoted the road process of gender equality in China[3], and the trend of Anglo-American feminism has had a great influence and played a significant role in advancing gender equality. In the global environment of cultural communication between China and the western countries in the 21st century, the theory of narratology will be used as the main analytical tool to better present the gender narrative strategies in western literary classics, especially British and American literature. And more diversified philosophical classics and literary theories will effectively enhance the diversity and tolerance in the field of literary criticism and literary creation[4].

In fact, in the long historical development process, men often have absolute authority, and gender inequality has always existed. The expression of male discourse has an indisputable effect on the overall thoughts and changes of thoughts in the society. But in some classical works of literature, researchers can often get more accurate, more comprehensive, and more advanced concepts. For example, Hamlet, who is positioned as having the psychological problems of Oedipus, may have a serious psychological problem of misogyny. And in his new millennium works, Gertrude and Claudius, John Updike continued his narrative strategy of reconstructing classics, and reinterpreted the fate of women and the scale of good and evil in narrative ethics. However, under such a development trend, the process of classic narration in British and American literature is more or less influenced by Shakespeare, and more narration is weak.

The text entry of narrative means can effectively reflect the author’s emotion and attitude, enrich the content and meaning of the works, expand the readers' aesthetic space, and have a subtle impact on the readers' thoughts, resulting in a certain social and cultural influence[5]. During the process of analyzing the narrative theory of British and American literature, the text entry of narrative means has effectively promoted the development and popularization of gender narrative theory of British and American literature. For example, in the Color Purple written, Alice Walker organizes the narrative text of the novel with the use of patchwork quilt with strong black cultural symbol. It constructs the narrative authority of black women and reconstructs the cultural tradition of black feminism, making a voice for more unequal groups and shouting loudly for the progress and development of civilization.

3. CONCLUSION
To sum up, driven by the postmodern feminism, the gender narrative theory in the Western literary classics is effectively presented and re-explained, and gender equality and coexistence is pursued in a real sense to promote the communication between men and women, so as to promote the diversity and tolerance of literary works and contribute to the construction of a harmonious and equal society.

REFERENCES
An Analysis of the Internationalization-at-Home Development Path for Local Colleges in Post-epidemic Period

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Abstract: In the post-epidemic period, the internationalization of higher education has been affected by the intertwined effects of anti-globalization changes, complex political situations in multiple countries, and the coronavirus outbreak, facing more uncertainties and challenges. Sinking into the real difficulties of insufficient personnel turnover, insufficient effective measures for online teaching, and insufficient conditions for the realization of fully localized internationalization, local colleges have gradually explored an internationalization-at-home development path centered on the internationalization of courses. Local colleges should continue to strengthen policy coordination, optimize the layout of coordinated development, improve management models, actively prevent risks, trying to promote the high-quality development of internationalization-at-home.

Keywords: post-epidemic local colleges internationalization

1. THE BACKGROUND OF THE INTERNATIONALIZATION FOR LOCAL COLLEGES

International education is an essential requirement for the development of higher education. With the continuous advancement of the economic globalization process and the continuous improvement of China’s comprehensive national strength, the need for bringing in-going out exchanges of educational resources has become increasingly obvious. After the "Belt and Road" initiative and the "world-class universities and first-class disciplines" development strategy call for higher international demand for local colleges. It has become a necessity for local colleges to effectively carry out internationalization and enhance the international competitiveness of higher education. In 2017, the Central Committee of the Communist Party of China and the State Council identified "international exchange and cooperation" as the fifth major function of universities in the "Opinions on Strengthening and Improving the Ideological and Political Work of Colleges and Universities in the New Situation".

Local colleges and universities are facing many development difficulties such as insufficient of high-level teachers and development funds. Internationalization is an ideal strategic choice to solve the problems. In the post-epidemic era, the global Personnel flow has been greatly hindered, and the original international development pathways have been relatively blocked. The innovation of online education technology has provided emerging local colleges with more international options and space. The path of local-internationalization has become one of the new trends in the development of local colleges.

2. THE CONCEPT OF LOCAL-INTERNATIONALIZATION AND ITS APPLICATION

The essence of internationalization-at-home is the international training of talents in the country where they are located, with emphasis on the construction of the connotation of internationalization-at-home. The concept of internationalization-at-home was first proposed by Bent Nielsen, the vice president of Malmö University in Sweden. In 1999, Nielsen first explained the concept of internationalization-at-home in his report "Local Internationalization-Theory and Practice". Compared with traditional internationalization, internationalization-at-home has many notable features. The most obvious one is the richness of audiences. internationalization-at-home has greatly expanded the student population of local colleges receiving international education, making international education a universal benefit, promoting the development of students to the greatest extent.

Chinese scholars’ attention to the theory of "local internationalization" started relatively late, and the research results initially focused on the introduction of concepts, theories, and experience. Jiang Bingqing (2016) believes that internationalization-at-home is important for newly-built local colleges for it is an ideal choice to promote internationalization. It requires schools to actively promote the establishment of talent internationalization training goals and the introduction of high-quality foreign
Internationalization-at home development path of the original international path. The substantial exchanges, exposing the shortcomings of agreements with foreign institutions, while lacking this model, many colleges have reached exchange people was a relatively fixed model. Stimulated by characterized by the cross-border movement of -internationalization process as for the innovation of development opportunities and challenges in the local information and communication technology. The new crown pneumonia epidemic has caused an economic costs, and with it, global cooperation in key countries and regions, the design and guidance, and optimize the layout of credit recognition projects are parallel to the school’s management with separations of students, management, and resources. While the local international projects are more effectively integrated into the school’s overall teaching and management system in the form of recognition of credits and minor degrees, which further focus on the localization of courses, the specialization of training programs such as the International Credit Recognition project, High-level international talent training projects, etc.

3. CHALLENGES AND OPPORTUNITIES FACED BY LOCAL COLLEGES IN THE INTERNATIONALIZATION-AT HOME

The third is the integration opportunity from parallel development to coordinated development. In terms of the management system, various international projects are parallel to the school’s management with separations of students, management, and resources. While the local international projects are more effectively integrated into the school’s overall teaching and management system in the form of recognition of credits and minor degrees, which further focus on the localization of courses, the specialization of training programs such as the International Credit Recognition project, High-level international talent training projects, etc.

Some suggestions for the high-quality local-internationalization development of local colleges

(1) Based on the internationalization functions of colleges, strengthen the design of local-internationalization systems. Local colleges should firmly base on the internationalization function of the school, integrate it with the "world-class universities and first-class discipline" plan and the five-year development plan, strengthen the design and guidance, and optimize the layout of cooperation in key countries and regions, formulating feasible development strategies and route nodes.

(2) Based on school characteristics, achieving integrated development and high-quality development. The characteristics of the school and the conditions are the foundations of international development. In the process of formulating international development strategies, introducing resources, and cooperating with foreign partners, local colleges should firmly rely on the school’s characteristics and advantages, and actively integrate them with international goals.

(3) Based on coordinated development, insist on both "bringing-in" and "going-out" equally. Local colleges should Pay attention to creating an teacher resources; Zhang Wei and Liu Baocun (2017) believe that "the implementation of internationalization-at home strategies can effectively promote the fair distribution of resources for higher education, also help colleges and universities achieve better social, economic and cultural benefits." Local internationalization is not all internationalization, especially in the post-epidemic era, it has gradually developed into an important part which complements traditional internationalization. After the epidemic, the domestic exploration of internationalization-at home has focused more on its role and realization methods and has been more closely integrated with the actual teaching needs. Wang Yingjie (2020) believes that internationalization-at home is one of the three major themes of education internationalization in the post-epidemic era. Zhang Yingqiang (2020) believes that colleges should "Make full use of modern information technology and actively promote "local internationalization" to break through physical space and personnel mobility restrictions". Cai Yongliang (2021) proposed that internationalization-at home should be considered in the interweaving of two major changes, domestic and international dual cycles, the layout of the Belt and Road Initiative, and the rapid development of online education.
environment of high-quality development which is comprehensive, multi-level, and wide-field collaboration and promoting the collaborative development of school disciplines, majors, and regions, realizing the two-way promotion. On the one hand, colleges should actively promote the introduction of talents and high-quality curriculum resources. On the other hand, pay more attention to international understanding education and international communication.

(4) Based on the integrated management, improving management efficiency and risk control capabilities. Local colleges should improve the management chain, strengthen access management and the supervision of the whole process, improve the retirement mechanism and enhance the awareness of risk control. The security should also be the key issue through the entire process when concerned national security, educational sovereignty, and university stability.

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Application of Cultural Mapping in Agricultural Heritage Development

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Abstract: Cultural mapping is an important tool for participatory management of cultural resources. This paper creates an implementation framework for the application of cultural mapping tools in the development of agricultural heritage, describes the process steps of implementing cultural mapping, expounds the mapping of cultural resources and the mapping of cultural identity, and analyzes how cultural mapping should contribute to the identification of the value of agricultural heritage resources, to provide practical basis for reconstruction and transformation.

Keywords: agricultural heritage; development; cultural mapping

1. INTRODUCTION
With the launch of FAO's "global important agricultural cultural heritage (GIAHS)" project in 2002, China's Ministry of Agriculture began to select "China's Important Agricultural Cultural Heritage" nationwide in 2012, and agricultural heritage has increasingly become the focus of scholars at home and abroad. This study attempts to introduce the method and tool of cultural mapping into the study of agricultural heritage, so as to construct the application framework of cultural mapping in the development of agricultural heritage, so as to promote the analysis of cultural identity of agricultural heritage resources and the protection and inheritance of multiculturalism, and promote the protective development of agricultural heritage.

2. CULTURAL MAPPING: AN IMPORTANT TOOL FOR CULTURAL RESOURCE MANAGEMENT
Actively promoted by UNESCO, Cultural mapping is a basic tool for cultural planning and management. It has two meanings: one is "mapping". Cultural mapping originated in Alaska in the 1960s. When resources and cultural traditions are difficult to express in language, it is presented visually through the information medium of map. Therefore, cultural mapping is the whole process of image (drawing, photography, image), patterning, atlas, graphics and icon processing to the basic elements of cultural resources and their related information and data. The final output includes many forms, such as hand-made maps and multimedia interactive online maps. Hand-made maps mostly appear in the cultural mapping projects of recording and mapping villages. Most of the agricultural heritage is left in villages, so the cultural mapping of agricultural heritage is also very important. The final output is manual mapping. The producers can be either professional artists or local farmers. The second is "cultural participation". The core of the difference between cultural mapping and general resource mapping is that it focuses on the participation of local agricultural heritage. In its research process, local residents must participate in determining the content, method, process and results of cultural mapping, discuss and determine the local unique resources by themselves, and launch agricultural heritage activities or projects to record, protect and operate these elements. Sutherland pointed out that cultural mapping is involved in agricultural heritage, identifying local cultural resources and compiling them. Tangible or intangible cultural elements are recorded in various ways. In practice, many countries have successfully used cultural mapping in cultural planning. Niagara uses cultural mapping to systematically identify cultural assets; Sukhothai World Heritage Site in Thailand uses cultural mapping for equipment management; UNESCO completes cultural mapping in cooperation with local residents in the Plain of Jaes Protection Project in Laos. In addition, cultural mapping technology has been used in Uluru Rock in Australia, Banff National Park in Canada, Rocky Mountain National Park in America, Malta, India, Mexico and other countries.

3. PRACTICAL SIGNIFICANCE OF CULTURAL MAPPING IN THE DEVELOPMENT OF AGRICULTURAL HERITAGE
In the study of agricultural heritage, the introduction of cultural mapping has the following important significance. First, it is helpful to the cultural value evaluation of agricultural heritage. Since agricultural heritage includes not only crops, but also agricultural heritage with intangible cultural elements related to culture, economy, society and other forms, it is necessary to carefully examine texts, images, historical documents, customs, beliefs, ideas and cultural ties with others, and create a cultural map on this basis. Therefore, it is helpful to identify the cultural identity of agricultural heritage, so as to manage its resources. Secondly, it helps to protect the authenticity of agricultural heritage. Authenticity is an important basis for protecting and improving agricultural
heritage. Cultural mapping helps to protect the authenticity of agricultural heritage by comprehensively judging and analyzing agricultural heritage information through participatory data collection and using maps, graphics, text, images and other graphics.

Thirdly, it is conducive to the technical comparison of different types of agricultural heritage. The formation and development of agricultural heritage contains important information of specific times and regional culture. Applying cultural mapping to agricultural heritage and comparing the cultural associations and differences between different heritages can provide a more accurate basis for resource mining and cultural interpretation of agricultural heritage.

Finally, it can enhance the public popularity of agricultural heritage. Cultural mapping can make the public better understand and share agricultural culture. In particular, the mapping process is public participation, which can stimulate the public's interest in cultural resources.

4. APPLICATION FRAMEWORK OF CULTURAL MAPPING IN AGRICULTURAL HERITAGE DEVELOPMENT

The specific construction of agricultural heritage cultural mapping generally includes three steps. The first step is the creation of agricultural heritage cultural resources mapping. Firstly, various agricultural heritage data are collected, sorted and summarized, and created in the form of database. The agricultural heritage resources usually recorded include two aspects. On the one hand, it refers to material elements, such as agricultural heritage landscape, crops, local signs, etc.; On the other hand, it refers to intangible cultural elements, such as the traditions and historical stories of agricultural heritage. Then it reflects the existence and location information of various cultural resources by creating maps, charts, words, pictures, images and other ways. The second step is the creation of "cultural identity" mapping. This step is mainly to determine the characteristics of agricultural heritage through the sorted data, and use this to distinguish the overlap and difference between itself and other agricultural heritage. The third step is to create a "sustainable application level". [3] That is, how to apply cultural mapping to the sustainable management of agricultural heritage resources. Based on the above three steps, this study constructs six stages of cultural mapping for agricultural heritage development: planning period, project design, implementation discussion, synthesis, completion of mapping and public use.

1) Planning period: to collect relevant theories and previous research results at home and abroad, and preliminarily understand the research data.

2) Project design: to go to the agricultural heritage site for field investigation, let the local people participate in the daily mapping discussion, let them personally participate, feel the value of their own culture, and then produce cultural identity, which is also the core of cultural mapping.

3) Implementation discussion: to sort out the "outline of mapping and recording of agricultural heritage culture". To discuss with the residents of the agricultural heritage site, preliminarily put forward the final output style, identify important cultural characteristics, mark important information on the mapping, and let the local people participate in the purpose of completing "self cognition".

4) Mapping: to organize local residents to draw "cultural map" on local agricultural heritage resources. Step 1: draft mapping. By reviewing and screening the collected basic information of agricultural heritage resources, the data can be created into alternative configuration files in different ways and the information that becomes the basis of analysis can be determined. Step 2: mark the mapping. In the mapping, you need to mark the differences between the painted items. When creating actual visual effects and structures, it is helpful to think about the types of elements, compare their relative sizes and their proportion in the whole mapping. Mapping marks can be divided into structures, components, visual marks (e.g., symbols, colors), etc. Symbols can intuitively explain the relationship or type of agricultural heritage resources, and colors can represent density or category. In the mapping process, we should also accurately use scale and coordinates to achieve accuracy. Step 3: analysis and interpretation. After the first draft of the mapping is basically completed, it is necessary to conduct validity test and analysis based on the main conclusions of the mapping, the coverage of agricultural heritage resources and the feasibility of agricultural heritage development, and test whether it is reasonable.

5) Completing the mapping. To put the sorted results back to the agricultural heritage site to listen to their opinions, let them see the basic results of the "agricultural heritage cultural mapping" in time, further collect their opinions and reactions, and continuously improve and confirm the marking and validity test results of the mapping.

6) Public use. To open development initiatives for the public, etc. To reduce uncontrollable factors in the public use of mappings to the great extent. While protecting agricultural heritage resources, with the help of "cultural mapping" tools, agricultural heritage can realize sustainable development, so that the public can form a landscape memory with historical significance. Through cultural mapping, on the one hand, it can cultivate and strengthen the public's cultural recognition of agricultural heritage, reposition and restore the vitality of local culture; on the other hand, it can help establish the representation entrance of cultural display of agricultural heritage.
The purpose of this study is to construct an analytical framework to reflect the application value of cultural mapping in the development of agricultural heritage, and to provide basis from different perspectives for the protective development of agricultural heritage.

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REFERENCES:
A Brief Discussion on Piano Performance in Music Performances from the Perspective of Aesthetics

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Abstract: This paper briefly analyzes the aesthetic connotation of piano performance in music performances, and discusses the strategies of piano players to transmit the beauty of music through the performance around the unity of authenticity and creativity, historicity and times, technique and expressiveness.

Keywords: Aesthetics; Piano performance; Creation

INTRODUCTION
Piano performance is never a rigid representation of musical works, but is a second creation based on the performer's understanding, perception and artistic pursuit. Only in this way can the beauty of music, the beauty of thoughts and emotions and the beauty of art be fully presented. From an aesthetic point of view, piano performance in music performances needs to be based on secondary creation to analyze, innovate and express the beauty of musical works, so as to truly convey the original beauty of musical works and express the performer's own aesthetic pursuits.

1. THE AESTHETIC CONNOTATION OF PIANO PERFORMANCE IN MUSIC PERFORMANCES
As a branch of philosophy, aesthetics is used to study the aesthetic relationship between the man and the world. Aesthetics covers all aspects of the world, especially in the field of art. For a long time, the beauty of art has been the source of attracting creators to create independently, and it is also the basis for attracting audiences to appreciate and study artistic works from different levels. In the piano performance of music and art, beauty naturally exists everywhere. To a certain extent, only by fully understanding the aesthetic connotation of piano performance can we truly cross the time, space, race, and national boundaries, fully appreciate the beauty in it, feel the collision of soul and art, and create opportunities for the continuation of the vitality of art. The aesthetic connotation of piano performance is mainly embodied in two aspects. One is the characteristics of the times and nationalities at the macro level. The creation of piano works has been influenced by the times and nationalities. When performing piano performances, players often need to analyze the characteristics of the times and nationalities, so as to more accurately express the original aesthetic pursuit and artistic characteristics of piano music, so that piano art can get rid of the constraints of the time and space, race, and national boundaries, and effectively convey beauty. Of course, in this process, the performers often have to integrate new connotations into the performance of piano works based on the new background of the times, and present the style of the times. The other one is aesthetic thought at the micro level. The creation of piano music itself is a manifestation of the creator's pursuit of beauty. It is an artistic work created by the creator based on his own thoughts, emotions, and insights, which naturally contains the creator's aesthetic pursuits and ideological emotions. Piano players need to analyze the thoughts and intentions of piano works and deeply feel the aesthetic thoughts of the piano works to reinterpret and express this aesthetic thoughts more accurately when playing the piano.

2. AESTHETIC EXPRESSION OF PIANO PERFORMANCE IN MUSIC PERFORMANCES
2.1 Unity of authenticity and creativity
For the piano performance in music performances, it is actually the player's secondary creation of piano works. In the performance based on secondary creation, in order to fully show the aesthetic connotation of piano works, the performers must not only truly restore the original author's real artistic pursuit and aesthetic expression, but also recreate based on his own understanding and perception of art and aesthetics. In addition, they should also organically combine and unify the restoration and creation, and give consideration to the authenticity and creativity of piano performance, so as to provide the beauty of the combination of tradition and innovation for the audience. It means that piano players need to make a comprehensive analysis and overall grasp of the music, understand the era and national background of the composer, and find out the experience of the composer when creating music, so as to analyze the piano works from the perspective of the composer and restore the historical characteristics and customs of the times of the piano works as much as possible, truly reproduce the composer's artistic pursuit. At the same time, piano players also need to deeply analyze and appreciate the music works, integrate their own pursuit and expression of beauty in the process of appreciating
the works, and carry out secondary creation by means of re-deconstruction, so as to endow the music works with new connotation in the process of piano performance. On the basis of accurately grasping the style and emotion of piano works, piano players need to attempt to integrate the author's emotional expression with his own emotional experience, and convey the emotion and perception of the music works to the listeners when playing the piano, so as to bring unique aesthetic experience, artistic experience and emotional experience to the listeners. For a long time, piano players do not need to reproduce the true appearance of musical works strictly and rigidly, but to recreate the works based on their own understanding and perception. This is the expression of the artistic vitality of piano music, the foundation for piano players to settle down, and the key to the extension and expansion of the aesthetic connotation of music works at different levels.

2.2 Unity of historicity and times
The historical characteristics at the macro level are the important aesthetic connotation of piano performance and music performance. The creation of piano works itself has a strong brand of the times, which often reflects the creator's creative needs and expression demands based on the historical background. Therefore, piano performance must respect the historicity and restore the historical background appropriately. Piano works completely divorced from the historical background are bound to be difficult to accurately express their aesthetic connotation and ideological value. And piano performance serves the listener. The listeners have varying degrees of understanding of the historical features of piano works, and many listeners have not understood the history of piano works. Then it is necessary to highlight the characteristics of the times in piano performance to convey the beauty of piano music to the listeners more accurately and effectively in accordance with the performance methods and emotional expressions of the times. Moreover, for piano players, when playing piano works, they must start from their own time and properly integrate the historical background of the works, so that they can truly restore the beauty of history and explore the beauty of the times. Therefore, piano players need to study the historical background of music works, and promote the unity of historicity and times through secondary creation and bring wonderful auditory enjoyment to the majority of listeners combined with their own times and their own aesthetic perception of music works.

2.3 Unity of technique and expressiveness
Technique is the foundation of piano playing. For piano players, piano performance is actually the result of long-term skill training. Only the performer has a sufficiently high technical level and fully masters the skills of piano performance, can he complete the performance with ease, elegance and fluency in the performance process, and ensure the aesthetic expression of music works from the technical level. If the performer has a low level of skill and lack of familiarity with piano works, there will be problems such as interruption and mistakes in the performance, which will seriously affect the listening enjoyment of the listeners, and also affect the emotional expression and aesthetic transmission of the music works. In addition, it should be noted that piano performance serves the listener and completely stays in skills. If piano performance sounds like a machine performance that lacks emotional connotation and aesthetics, it is often difficult to impress the audience and cannot bring the audience the ultimate auditory enjoyment. Only by strengthening the aesthetic and emotional expression of piano performance based on skills and promoting the unity of technique and forms of expression, can we really play the artistic works loved by the audience and deeply express the artistic beauty of the piano works and the player's own aesthetic thought and emotional pursuit. Therefore, it is necessary for performers to strengthen the training of playing skills, and deeply grasp the connotation of piano works, re-deconstruct piano works based on their own understanding of musical works, and strengthen the expressiveness of works in a way that suits their own style, so as to effectively coordinate the technique and expressiveness during the performance, and play excellent works that are popular with the audience and are rich in aesthetics.

3.CONCLUSION
In summary, the beauty of piano music is reflected not only in the musical works itself, but also in the secondary creation of musical works by the performer. Performers analyze musical works from an aesthetic point of view. They should carry out secondary creation both from the macro level of the times and from the level of personal creation of onlookers. Furthermore, they also need to strengthen training from the level of integration of technology and performance, and then convey the rich artistic beauty to the audience through the performance.

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The Concept of Sustainable Development in Eastern Environmental Ethics

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Abstract: The environmental ethics of Eastern cultures, including the natural philosophy and environmental thought of Confucianism and Taoism, can provide many important concepts of sustainable development. Confucian environmental thought, led by Confucius and Mencius, emphasizes the importance of conforming to and respecting the timing of the growth of all things in nature in order to achieve sustainable use. Taoism believes that human beings should reduce the pursuit of materialistic desires and instead raise the level of spirituality. The Taoist attitude to life can promote sustainable environmental development.

Keywords: Eastern Environmental Ethics; Eastern Natural Philosophy; Sustainable Development

1. INTRODUCTION
As humans strive to maintain the stability and balance of the earth's ecosystems and seek their own sustainable development, they must first change their values or worldview. The concept of sustainable development in Eastern Chinese environmental ethics, Confucianism and Taoism, can provide a theoretical foundation for sustainable development and offer important insights into the practice of sustainable development.

2. CONFUCIANISM'S ENVIRONMENTAL THOUGHT AS AN INSPIRATION FOR SUSTAINABLE ENVIRONMENTAL DEVELOPMENT
The environmental thought of Confucianism includes: the natural philosophy and environmental thought of the Book of Changes ("I Ching"), and the environmental thought of Confucianism, mainly of Confucius and Mencius.

In the Book of Changes, many principles of the universe are explained, and human beings can understand the truths of life through the rules of the changes in heaven and earth. It takes the ancient Chinese concept of yin and yang and develops it into a systematic worldview, explaining all changes in the universe and human society by the unity of the opposites of yin and yang, qiankun, rigidity and flexibility. It particularly emphasizes the incessant nature of cosmic change. [1]

In the Book of Changes, it is believed that all things in heaven and earth have a great moral and ethical inspiration for human beings, and that human beings should carefully understand the principles of the universe and should not destroy the natural environment arbitrarily, so as to avoid the occurrence of disasters and their own evil consequences. [2]

Confucian environmental thought, based on Confucius and Mencius, is characterized by sustainable use. Confucian environmental thought, dominated by Confucius and Mencius, considers humans to be the most precious creatures in nature and to have a higher status than nature. However, Confucian environmental thought is not like the anthropocentrism of the West, which emphasizes technology and the arbitrary abuse of natural resources. It is similar to Western "conservationism," which is characterized by sustainable use. [3]

For example, Confucius believed that when fishing and hunting, one should not catch all the prey one sees in one net. Mencius believed that by following the natural order of growth of all things, we can obtain an inexhaustible supply of natural resources, which is typical of the idea of sustainable use. Xunzi also said that in order for humans to have an endless supply of natural resources to use, they must exercise self-restraint and respect and respond to nature in an appropriate manner. [4]

Therefore, Confucian environmental thought, mainly that of Confucius and Mencius, emphasizes the importance of conforming to and respecting the natural order of growth of all things in order to achieve the goal of sustainable use.

3. Taoist environmental thought's insights on environmental sustainability
The Laozi (also known as the Tao Te Ching) is one of the most translated ancient texts and is recognized in the West as one of the most difficult texts to decipher of all Chinese literature. According to Laozi, both the non-human universe and the nature that we can perceive operate in a spontaneous and inactive manner as the Tao. The inaction of nature that we perceive is the manifestation of the Tao, and nature exists in the Tao in this way. [5]

Regarding the meaning and characteristics of the Tao, both Laozi and Zhuangzi believe that the Tao is the entity that constitutes the world, that it is the driving force behind the creation of the universe, and that it is also the law of the movement of all things and the standard of human behavior. Therefore, the truth contained in the Tao is the object of pursuit and study for everyone. [5]
Laozi and Zhuangzi mentioned many laws of the movement of heaven and earth, the four seasons, day and night, and yin and yang. Under such regular movement, all things can grow and change with the environment to achieve the proper order of change, so that all things in heaven and earth can coexist in harmony. Laozi and Zhuangzi believe that all things in nature are one with human beings, and Laozi and Zhuangzi also value the law of equality. [5]

Lao Tzu and Zhuang Tzu have the basic concept of modern ecology, which is very similar to the four ecological laws once proposed by American ecologist B. Commoner. These four ecological laws are: (1) Everything is connected to everything else, (2) Everything must go somewhere, (3) Nature knows best, and (4) There is no such thing as free lunch. [6]

Lao Tzu and Zhuang Tzu believe that when there is a violent external disturbance, the original dynamic balance will be disrupted, even causing the overall disintegration of the ecosystem. When the ecosystem disintegrates, all living things in the ecosystem, including human beings, will face the threat of survival. Therefore, human beings must understand the principle of "everything is related" and avoid damaging the environment and interfering with the ecosystem in order to protect their own survival. [7]

The Taoist attitude to life can promote the sustainable development of the environment. Lao Tzu and Zhuang Tzu valued simple living and believed that humans should reduce their pursuit of materialistic desires and instead elevate their spirituality. Lao Tzu believed that there is no need to seek fame, fortune and wealth externally, because true wealth is found in the elevation of the inner spirit. Lao Tzu believed that if one cannot be "content" with oneself, one will invite misfortune to come. [7]

Today, the world is facing an increasingly serious ecological crisis. These include: the destruction of rainforests, the extinction of species, atmospheric pollution, water shortage and other ecological and environmental problems, and the survival and development of people around the world are facing a great threat. Therefore, human civilization must enhance ecological awareness and promote the sustainable development of human beings themselves.

The teachings of Laozi and Zhuangzi provide a very good theoretical basis for sustainable environmental development and how to solve environmental issues, especially their prudent and simple attitude toward life. Because most of today's environmental problems are caused by man's endless greed and pursuit of materialistic desires, resulting in the depletion of resources and environmental pollution, we must learn from Laozi's and Zhuangzi's attitude toward life and pursue spiritual happiness and satisfaction in order to solve environmental problems at the root.

4. CONCLUSIONS

According to the Book of Changes, the moral status of all things in heaven and earth is prior to that of human beings. Therefore, human beings should respect nature and use natural resources prudently to achieve sustainable environmental development. Confucianism, with Confucius and Mencius as its main subjects, believes that human beings should respect all things in nature and use natural resources in a sustainable manner. The doctrines of Laozi and Zhuangzi have inspired the sustainable development of the environment. The reason is that human beings are not satisfied with the pursuit of materialistic desires, so they are constantly exploiting natural resources, consuming them, and polluting the environment in the process of manufacturing products, which is the root cause of today's environmental problems.

Although human technology is well advanced, our understanding of nature as a whole is still quite limited because the interconnections and material cycles in the ecosystem are too complex and delicate to be controlled by humans. Moreover, the power of nature is too great for humans to contend with. Therefore, we must be humble, respectful, and responsive to nature.

As scientists today warn, for example, that the greenhouse effect and severe weather problems are intensifying every year, the global environmental crisis on such a large scale is beyond the grasp of human science. Therefore, human beings should learn from Lao Tzu's words, reduce material desires, respond to nature, and adopt a non-selfish, non-self-interested attitude toward nature, so that we can completely solve environmental problems and achieve sustainable environmental development.

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Theoretical Model of Influencing Factors for Voluntary Behavior Persistence

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Abstract: After the emergence of the concept of voluntary behavior, the relevant basic theories have gradually emerged. These theories have studied the motivation of voluntary behavior and the possible impact of voluntary behavior on individuals and society, and summarized the consistent results. At present, the theories of voluntary behavior that have been produced and applied mainly include functional theory model, process theory model, trait theory model and integration model. Understanding the previous theoretical models will help researchers explore new research perspectives and directions.

keywords: voluntary behavior; behavioral persistence; theoretical model

1. FUNCTIONAL THEORY AND VOLUNTARY BEHAVIOR

Functional theory came into being in 1995. Snyder first put forward the functional theory of voluntary behavior. The main reason for this theory is still the change from motivation to behavior. It is believed that the generation of any kind of behavior is necessarily caused by motivation, and different motivations lead to different behaviors. The behaviors of these volunteers are mainly manifested in six functions: the embodiment of personal value, the reduction of their own pressure, the satisfaction of their own needs, the establishment of interpersonal relationships, the obligations that social people should fulfill, and promoting career development. In addition, the researchers also believe that the reason why voluntary behavior can occur is that part of the motivation of these volunteers can be met; the stronger the motivation is, the more it matches the needs of the individual itself, the greater the possibility of voluntary behavior. Broadus expanded and extended the functional theory of voluntary behavior, and believed that the function of voluntary behavior not only has social characteristics, but also has self characteristics. Self characteristics are also the fundamental motivation affecting volunteers to produce voluntary behavior. Social characteristics mainly include social value, social obligation, social morality and so on, while self characteristics mainly include demand for respect, love and security and so on. Domestic scholar Shi Wei and Li Lin believed that voluntary behavior will have an impact on individual happiness, which is also one of the important reasons for voluntary behavior. They tried to explain the role of voluntary behavior on individual happiness with the theory of social integration, psychological resources and transposition experience, and conducted a more in-depth discussion on the impact of voluntary behavior on volunteer happiness from the perspective of volunteers. In the final analysis, the focus of voluntary function theory is to emphasize the core function of voluntary behavior. At the same time, it can judge the willingness and possibility of individual voluntary behavior based on the matching degree between voluntary function and individual motivation, so as to realize a relatively perfect interpretation of voluntary behavior. However, as a complex individual, the generation of voluntary behavior is also complex. When considering these factors, the voluntary function theory only focuses on the individual itself and does not consider the situation, which also makes the prediction of voluntary behavior by using the voluntary function theory incomplete.

2. PROCESS THEORY AND VOLUNTARY BEHAVIOR

The process model of voluntary behavior is still summarized by Snyder on the basis of its functional theory, resulting in the process model. The greatest progress of the new model compared with the functional theory is to fully consider the particularity of volunteer individuals, especially the differences caused by individual age, culture, social and life background. To this, the process model divides voluntary behavior according to the chronological order, throughout the whole process of behavior; each stage is relatively independent but interactive. Any stage is closely related to the individual's interpersonal relationship, social situation and organizational situation. In the early stage of voluntary behavior, the research of process model focuses on the main influencing factors of voluntary behavior, including personality, environment, motivation and so on. In the middle stage of voluntary behavior, the process model focuses on the process of interpersonal relationship, the change of individual psychology and the performance of specific behavior, that is, the key factors related to the sustainability of voluntary behavior. In the later stage of voluntary behavior, it
focuses on the impact of voluntary behavior on individuals, and measures the specific changes in attitudes, knowledge and skills after voluntary behavior. Li Yanwei pointed out that in the volunteer service process model, the personal motivation in the previous stage and the satisfaction in the experience stage directly affect the consequence stage. [1] Process model has become an analysis model including many disciplines such as behavior and sociology. It makes the analysis of voluntary behavior more thorough and in-depth. It not only realizes the prediction of voluntary behavior, but also realizes the analysis of the results of voluntary behavior. However, if we look at the process model from the perspective of psychology, the process model is still not detailed enough and needs to be further studied from the perspective of psychology.

3. TRAIT THEORY AND VOLUNTARY BEHAVIOR

Trait theory studies voluntary behavior from the perspective of personality traits. This theory chooses a new perspective and has certain particularity. It is different from other theories on voluntary behavior and avoids the multidimensional nature of the research, but directly focuses on the personality traits of voluntary behavior participants. The main characteristics studied include five personality traits, attachment traits and empathy traits. Most scholars analyze the trait theory from the five personality traits, focusing on the direct impact of agreeableness on voluntary behavior, and believe that agreeableness has obvious interaction with the motivation of prosocial behavior. According to this trait, voluntary behavior can be predicted to a certain extent. Li Lin and Erez analyzed the relationship between attachment traits and voluntary behavior, and also added the variable of personality traits. After integrating attachment and personality traits, it was found that safe attachment and anxiety attachment had a higher probability of avoiding the impact of attachment on individual voluntary behavior. The relationship between voluntary behavior and personality traits emphasized by trait theory is more obvious. After decomposing these personality traits, they will become the influencing factors of voluntary behavior. Different personality traits will have different effects on individual voluntary behavior after integrating with other relevant factors. However, trait theory can not explain the root causes of voluntary behavior.

4. INTEGRATION MODEL AND VOLUNTARY BEHAVIOR

The integration model is based on the above four different voluntary behavior theories. Penner first proposed an integrated model for voluntary behavior. He integrated role identity theory and process model to try to realize a comprehensive interpretation of voluntary behavior. [2] The integration model divides the three-stage division method of the voluntary behavior reference process model into three different processes: before and during the occurrence of voluntary behavior, and the persistence of voluntary behavior. The model also puts forward the influencing factor model of voluntary behavior. It is pointed out that the intention of individual decision to become voluntary is the beginning of voluntary behavior. However, in the integrated model, it is considered that individual decision has little impact on becoming a volunteer, and it is not a stable factor. Another important factor in deciding to become a volunteer is the pressure from society that individuals accept. In addition, the integration model also studies some other potential variables and factors, such as organizational attributes and business. It believes that voluntary behavior is an important matter related to organizational values, business development and even reputation. Therefore, these variables of the integration model will affect individual voluntary behavior and stimulate individual behavior. However, due to the different performance of many attributes of the organization, the impact of these external variables on voluntary behavior is not the main factor, and only some individual characteristics are the main factors affecting voluntary behavior. Because of this, the integrated model analyzes voluntary behavior from the perspective of demographic variables, focusing on the factors affecting the stability of voluntary behavior according to age, education and income. The research on the integrated model usually comprehensively analyzes and considers a variety of models and individual prosocial personality traits, covering various influencing factors including social factors, organizational factors and individual factors, and analyzes a series of processes from the primary stage of voluntary behavior to the sustainable stage of voluntary behavior. Finally, it gets a more comprehensive theoretical conception of voluntary behavior.

5. SIGNIFICANCE OF UNDERSTANDING THE THEORETICAL MODEL

Voluntary behavior is affected by many factors in the implementation process. In the process of studying the influencing factors of voluntary behavior, scholars at home and abroad summarize these influencing factors and roughly divide them into two categories: one is voluntary individual factors, and the other is social and environmental factors. [3] As can be seen from the above theoretical model, its coverage has been quite wide. In particular, the concept of integrated model has developed to interwoven networks with different dimensions to a considerable extent. Through
systematic combing, we will be conducive to the measurement of influencing factors among different variables, which will help researchers explore new research perspectives and directions.

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Research on the Influence of the New Curriculum Standard on Chinese Integrated Reading Teaching in Junior Middle School

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Abstract: Nowadays, whether Chinese classroom teaching meets the requirements of curriculum standards has become an important index to measure the quality of Chinese teaching. The Chinese Curriculum Standards For Compulsory Education (2011 Version) (hereinafter referred to as the New Curriculum Standard) puts forward that "Chinese curriculum is a comprehensive and practical course for learning the use of language and characters". At present, most of the Chinese courses in junior middle school are used for reading teaching. There are some problems in Chinese reading teaching, such as single teaching content, lack of innovation in teaching forms and low students' interest in reading. Therefore, Chinese reading teaching must be based on the correct teaching concept, highlight the essential characteristics of the discipline, create curriculum objectives and drive students' real learning, design learning situations and consolidate students' Chinese cognition, so as to promote the better and more in-depth development of Chinese teaching.

Keywords: new curriculum standard; integration; teaching content; teaching form

INTRODUCTION
The New Curriculum Standard is a basic, guiding and programmatic document for the construction and development of discipline curriculum in China. From the experimental draft implemented in 2001 to the final draft revised again in 2011, Chinese literacy has always been the focus of discipline. Reading teaching plays an important role in the cultivation of students' Chinese literacy and the improvement of teachers' Chinese literacy. Therefore, in junior middle school, it is very necessary to carry out integrated reading teaching and realize the integration among teachers, students and texts for the implementation of the New Curriculum Standard.

ANALYSIS ON THE CURRENT SITUATION OF CHINESE READING TEACHING IN JUNIOR MIDDLE SCHOOL

2.1 THE SELECTION OF TEACHING CONTENT IS RELATIVELY SIMPLE
At present, the teaching contents and materials selected in Chinese reading teaching are relatively single. First, the amount of knowledge involved in the designated teaching materials provided by each school section is limited, so it is necessary to provide more rich and diverse extracurricular reading books to broaden students' knowledge. Second, most junior middle school Chinese teachers habitually refer to books, teaching materials and teaching aids when preparing lessons. Some teachers will also look for network teaching resources, but they lack the knowledge expansion of similar genres or author works. Teachers are limited in choosing teaching content. Naturally, it is difficult to expand and extend in real classroom reading teaching.

2.2 TEACHING IDEAS AND FORMS NEED TO BE INNOVATED
Although the promulgation and implementation of the New Curriculum Standard enable teachers to pay more attention to the dialogue with students and texts in reading teaching, the effect is not significant. Under the pressure of student achievement and enrollment indicators, teachers in junior middle school pay more and more attention to achievement with the improvement of grade, and the classroom form of reading teaching under its influence inevitably tends to be boring. It is easy to confine students to the idea of achievement standard, so as to lose the authenticity of reading teaching and present a vicious circle. Therefore, teachers' classroom teaching ideas and reading teaching forms need to be innovated.

2.3 STUDENTS LACK INITIATIVE AND CONSCIOUSNESS IN LEARNING
For junior middle school students in the growth stage, they lack initiative and consciousness in the process of reading teaching, and there is an obvious learning tendency of "following the teacher". If teachers lack reasonable reading teaching strategies, it is difficult to ensure the quality of students' reading learning. At present, there is a lack of reading interest and passion. There are many problems, such as high pressure on schoolwork and lack of development power.

THE MAIN ASPECTS OF INTEGRATIVE READING TEACHING

3.1 INTEGRATION OF TEACHING CONTENT
The New Curriculum Standard points out that students should learn to formulate their own reading plans and be able to read a wide range of types of reading materials. The total amount of students' extracurricular reading should not be less than 2.6
An excellent Chinese teacher can not only go deep into the profound and intuitive horizon of expectations. They should strive to achieve the content integration of "textbook + extracurricular" and "1 + X" group reading, that is, select extracurricular reading materials of similar species to the teaching articles, such as other works of the same author in the same period to assist learning. Moreover, two articles with characteristic details can be selected for comparative analysis, so as to help students better master this writing method. The purpose of content fusion is to better highlight the important factor of text, understand the text and read the thick text, so as to cultivate students' divergent thinking and improve their reading ability.

(2) STUDENT ORIENTED, VISION FUSION

From the perspective of the horizon of expectation, Li Jie pointed out that the key to the students' acceptance of the text lies in the integration between the students' expectations for the text and the blank space of the text. In the definition of the four elements of literary activity, Abrams pointed out that literature is an activity. The development of this literary activity is influenced by the interaction of the four related elements, which are the world, the author, the work and the reader. To realize literary activities and complete reading teaching, we need to realize the "integrated teaching" of "two subjects" and "one foundation". Therefore, starting from students, we should strengthen the integrated understanding of the text meaning from the perspective of both teachers and students, broaden the horizon of expectations of both teachers and students through a variety of activities, and encourage students to read outside class and carry out cultural practice activities, so as to enable students to obtain a more profound and intuitive horizon of expectations.

3.2 INTEGRATION OF TEACHING FORMS

An excellent Chinese teacher can not only go deep into the text and read through the works, but also read through the classroom and teach "live" classroom. Therefore, the integration of content is the basis, and the effective integration of classroom development mode is the key.

INTEGRATION OF “VISUAL READING” AND “ORAL READING”

Generally speaking, "reading" is a proper concept noun that appears in combination, and I think it can be divided into two separate concepts in the classroom of Chinese reading teaching, which can be taught separately, and then further integrated into the classroom.

On the one hand, it is the "reading" of the eyes, focusing on the initial feeling. When students get a text, the first is visual perception. The classroom "silent reading" link is to play the role of "reading". Paying attention to silent reading is also one of the requirements of the New Curriculum Standard. The other is the "reading" of the mouth. By reading with emotion, we can open up the perceptual channel between the text and the individual heart of the readers (students), and integrate "reading" and "reading", so as to promote the development of reading teaching. As Han Jun said, the first and key link in Chinese education is "mastering the text", that is, we can really read it into recitation. "[4]"

(2) INTEGRATION OF "AUTONOMY", "COOPERATION" AND "COMPETITION"

The integration of "autonomy", "cooperation" and "competition" mainly refers to giving full play to the main role of students in the classroom. To realize the effective integration of them, it should be based on the design of teachers' teaching tasks. Good Chinese learning tasks should highlight the practicality and comprehensiveness of Chinese, and enable students to form their own learning achievements through independent learning and cooperative exploration. On the other hand, teachers should create Chinese learning situations to build a platform for students' autonomous learning, cooperative learning and competitive learning, so that students can understand what they have learned, apply what they have learned and actively construct meaning in the situation.

4. DEEP-GOING PRACTICE OF INTEGRATIVE READING TEACHING

Junior middle school Chinese teachers should strive to realize the integration of themselves and text, students, students and text, teaching and life, and promote the further development of Chinese integrated reading teaching.

4.1 TO CREATE CURRICULUM OBJECTIVES TO DRIVE STUDENTS' REAL LEARNING

The effective development of integrative reading teaching must have appropriate curriculum learning objectives. Based on the three-dimensional objectives of the new curriculum standard, we suggest:

In terms of knowledge and ability, it focuses on the more basic contents of listening, speaking, reading and writing, and focuses on breaking through the basic knowledge of Chinese and laying a good foundation for learning. In terms of process and method, teachers should actively think, correctly understand and grasp the content of teaching materials, creatively use teaching materials, pay attention to organizing students' group cooperative discussion and timely guidance, so as to realize the organic integration of autonomy, cooperation and competition. In terms of emotional attitude and
values, we should pay attention to teachers' emotional support and expression in class, and imperceptibly cultivate students' correct Chinese feelings and social concepts in the good relationship between teachers and students.

4.2 TO DESIGN LEARNING SITUATION AND CONSOLIDATE STUDENTS' CHINESE COGNITION

Compared with ordinary teaching mode, integrated reading teaching needs students' divergent thinking and inquiry ability. In order to achieve good teaching effect, teachers must create corresponding learning situations.

Based on the existing teaching materials, teachers should appropriately broaden the scope of teaching, prepare rich extracurricular reading knowledge related to the text for students, and integrate the teaching content scientifically. At the same time, it can innovate the classroom display, organize a series of intellectual and interesting learning links such as "I Am a Speaker", "Classroom Debate Competition" and "Going Out of the Classroom Into Nature", realize the classroom learning situation, close to the students' emotional experience, promote the students to harvest knowledge in the experience, and highlight the practicality and comprehensiveness of Chinese learning.

5. CONCLUSION

Under the current educational background, Chinese teachers should implement the requirements of curriculum standards on the basis of improving their professional quality, actively innovate integrated reading teaching, strive to improve the classroom teaching environment and mobilize students' learning enthusiasm and initiative. It is believed that integrated reading teaching can play its due role in junior middle school Chinese classroom and promote the overall improvement of Chinese teaching quality.

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On the Development Strategy of Rural Social Work from the Perspective of Rural Revitalization

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Abstract: The proposal and practice of the rural revitalization strategy has promoted the development of rural social work. This paper explores rural social work from the perspective of rural revitalization. Firstly, it analyzes the value of the development of rural social work under the rural revitalization strategy, and points out the problems existing in the current rural social development from the aspects of economic development, cultural construction, ecological environment and talents. Finally, from the perspective of integration, innovation and diversified development road, the paper puts forward the development strategy of rural social work.

keywords: rural revitalization; rural social work; development strategy

1. INTRODUCTION
Since the 19th National Congress, the rural revitalization strategy has played a lasting and stable role in promoting China's new rural construction, and played a key role in realizing the key task of poverty alleviation. At the great moment of national poverty alleviation, how can rural areas continue to develop? How to further solve the three rural issues? Where is the new path of rural revitalization? To solve these problems, we should continue to rely on and give full play to the professional advantages of social work under the guidance of the rural revitalization strategy, actively deal with the problems existing in rural development, explore the working path of social work helping rural revitalization, and finally realize the all-round development of rural areas.

2. THE VALUE OF RURAL SOCIAL WORK DEVELOPMENT UNDER THE STRATEGY OF RURAL REVITALIZATION
2.1 POSITIONING THE SCOPE OF RURAL SOCIAL WORK
Under the rural revitalization strategy, rural social work has a clear scope and direction. Rural social work should always follow the general requirements of the rural revitalization strategy, take the realization of "industrial revitalization" as the main work, and promote rural economic development and industrial transformation and upgrading. "Ecological livability" and "rural civilization" also require that we should pay attention to the protection of ecological environment, the construction of spiritual civilization and the protection of local culture while developing economy. In addition, "governance effectiveness" emphasizes that social work should play a role and make achievements; "live in affluence" also requires rural social work to effectively improve farmers' income. [1]

2.2 ENRICHING THE CONTENT OF RURAL SOCIAL WORK
The content of rural revitalization strategy is rich, so the content of rural social work has been enriched accordingly. Under the rural revitalization strategy, the system construction of rural social work always focuses on national policies, pays attention to the fairness of formulation and implementation, and protects the interests of farmers. At the same time, rural social work can mobilize the initiative of farmers' participation, establish a localized work team, enrich talent construction channels, and improve the modernization and scientific level of rural social work.

2.3 PROMOTING THE INNOVATION OF RURAL SOCIAL WORK
The development of rural revitalization strategy is conducive to promoting the development of rural social work, which is an important means to realize rural revitalization. Focusing on the "five revitalization" of the rural revitalization strategy, rural social work has continuously promoted the political, economic, cultural, social and ecological development of rural areas, integrated rural social resources, innovated the development path of work, improved working methods, improved the self-care ability of rural areas, and effectively promoted the orderly development of all rural work.

3. PROBLEMS EXISTING IN CHINA'S RURAL SOCIAL DEVELOPMENT
3.1 THE STRUCTURE OF RURAL ECONOMIC DEVELOPMENT IS SINGLE
Although China's current rural economic development has achieved great development and farmers' living standards have been improved, there are still some problems in the economic development of many rural areas. Among them, the problem of single economic development structure is more prominent. Rural areas are rich in land resources, and agriculture is the leading force of economic development. However, it is difficult to achieve rural
revitalization only by agriculture. It is necessary to integrate and analyze local resources, improve economic structure, and take the road of agricultural transformation and comprehensive development.

3.2 INSUFFICIENT SPIRITUAL AND CULTURAL CONSTRUCTION IN RURAL AREAS

Spiritual civilization construction is the development requirement of rural revitalization strategy and is of great significance to rural social development. However, the current actual situation is that the spiritual civilization construction in rural areas is insufficient, which is the restriction of the limited level of local economic development, but it also reflects the single development idea in rural areas to a certain extent. Even though many rural areas attach importance to the construction of spiritual civilization, the construction of spiritual civilization still stays on the surface level, due to the lack of in-depth construction plans. [2]

3.3 THE FORM OF RURAL ECOLOGICAL ENVIRONMENT IS SEVERE

The rural revitalization strategy requires the establishment of a "ecologically livable" new countryside. However, from the rural reality, the economic development mode of many rural areas is relatively extensive, coupled with the villagers’ weak awareness of environmental protection. The local ecological environment is under great pressure. Specifically, environmental problems are manifested in the ecological imbalance caused by indiscriminate cutting and mining, white pollution and water and soil pollution caused by random waste disposal, etc. These problems restrict the economic development of rural areas and are not conducive to the realization of rural revitalization.

3.4 BEING LACK OF RURAL SOCIAL WORK TALENTS

Rural social work is a new undertaking in China, so there are many problems in the implementation of the work, and the lack of professionals is the most important factor. From the current actual situation, colleges and universities are lack of relevant majors, and can not provide professional support for rural social work. At the same time, the limited economic conditions in some rural areas make it difficult to retain talents, which is also an important reason for the lack of social work talents. In addition, at present, the quality and ability of rural social work staff are limited, and the technical equipment is also sufficient, which affects the development of rural social work. [3]

4. DEVELOPMENT STRATEGY OF RURAL SOCIAL WORK FROM THE PERSPECTIVE OF RURAL REVITALIZATION

4.1 TO TAKE THE ROAD OF INTEGRATED DEVELOPMENT AND REALIZE ALL-ROUND DEVELOPMENT

To give full play to the advantages of social work in rural construction, we must take the road of integrated development and integrate rural social work with various rural development undertakings. First, social work integrates agricultural development. Social workers should do a good job in the publicity of agricultural policies and the feedback of farmers' needs, guide the rural economy to achieve scientific development, change the single economic structure, develop modern sightseeing agriculture and ecological agriculture, use the network to expand the marketing channels of agricultural products and realize industrial prosperity. Secondly, social work and farmers interact and integrate. Social workers should go deep into the farmers, establish a solid interaction mechanism, listen to the heartfelt wishes of farmers, give feedback in time, and provide professional and effective services for the farmers. Thirdly, with the integration of social work and education, rural social workers should use their professionalism to train farmers in agricultural machinery, spiritual literature and art, agricultural theory and so on. At the same time, they should also educate children and realize the strategic requirements of rural civilization by improving educational infrastructure and providing professional teacher services. Finally, social work integrates cultural inheritance, strengthens the protection of cultural relics such as rural ancient buildings and historic sites, excavates traditional culture, protects and inherits through the Internet, edits books and carries out traditional culture classes, so as to take the road of cultural revitalization. In addition, social work should integrate environmental protection. Social workers can realize the strategic requirements of ecological livability by managing environmental problems, publicizing environmental protection knowledge, improving living infrastructure and improving farmers' awareness of environmental protection. [4]

4.2 TO TAKE THE ROAD OF INNOVATION AND DEVELOPMENT AND STRENGTHEN TALENT CONSTRUCTION

To realize rural revitalization, we cannot do without the support of talents. Therefore, in rural social work, we should pay attention to talent construction and innovate the development road of rural social work. First of all, colleges should establish localized rural social work service institutions. Social workers can effectively improve the service ability of rural social work only if they are based on rural areas, local areas, comprehensively consider the local development situation, start work from the basic reality, rather than copy their work experience. Secondly, social workers should also fully mobilize the local farmers to participate in social work, and establish many villagers' autonomous service institutions through the integration of relevant resources, such as weddings and funerals council, art performance team, neighborhood contradiction coordination meeting, so as to enable farmers to realize self-identity in social

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services and form a rural social work system with socialist characteristics. Thirdly, to change the cultivation mode of social work talents, colleges and universities can carry out targeted social work education reform and add supporting courses. Professional training can also be conducted for village cadres or farmers who have certain ability and are willing to participate in social work, so that rural social work can go deeper into the masses, have professional ability and take root in the countryside, effectively improve the efficiency of rural social work and help rural revitalization.

4.3 TO TAKE THE ROAD OF DIVERSIFIED DEVELOPMENT AND EXPAND THE WORK PATH

There are a lot of rural work, and the power of social work alone is not enough to realize rural revitalization. We also need to expand the work path and take the road of diversified development on the basis of social work. First of all, we should create multiple participants in rural social work, follow the development model of "social work plus", give play to the guiding role of the government, mobilize farmers' enthusiasm to participate in social work, attract college students' volunteers, combine rural social work with the policies and strategies of rural revitalization and poverty alleviation, realize the integration of various resources in rural areas, and innovate working methods, and help rural revitalization. Secondly, colleges take the development mode of multi-party linkage, promote the construction of a new development path dominated by the government, driven by the village committee, assisted by social workers and participated by villagers, so as to realize the integration of rural development resources and forces, embed social work into rural reality, and inspire the all-round development of various undertakings in rural areas. [5]

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Analysis of the Influence of Modern Art on the Way of Graphic Design Creation

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Abstract: In modern art, the emotionalization of expressionism, the creative form of futuristic free typography, and the "dreaming" of surrealism play an important role in the evolution of graphic design and creative methods. The thought forms and expressions presented by today's graphic design are the products of the further evolution of modern art. Starting from its unique historical background and discussing its influence on the creation of graphic design, readers can have a deeper understanding of modern art and graphic design, and promote the diversified development of graphic design.

Keywords: modern art; graphic design; creative methods; surrealism

1. THE MAIN COMPONENTS OF MONDER ART
From the end of the 19th century to the beginning of the 20th century, with the development of the "Industrial Revolution", a series of modern art appeared in the West, which involved many aspects such as literature and design. Among them, the subjective and emotional thoughts of expressionism make the works pay more attention to personal emotional expression. Futurism breaks the traditional cognitive typesetting method, breaks the traditional shackles, and makes the design more free [1]. These arts have carried out all-round and breakthrough changes in the display methods and creative methods of graphic design, breaking the feudal ideology, and making graphic design no longer only serve the rich and powerful, but pay more attention to the ideas of the designers themselves. In the process of creation of works, there is more room for development, a new design perspective is created, and the design is more tense. The public has also begun to realize that the lifelike depiction for a long time can also express beauty and other profound feelings after being distorted, deformed, and exaggerated.

2. THE INFLUENCE OF MONDER ART ON THE WAY OF GRAPHIC DESIGN CREATION
Modern art has a directional influence on the creative methods of graphic design. It provides modern designers with new creative directions and expressive content, making design methods and methods have subversive changes. For example, the designer of Fukuyama Men's Wear Designed its manual, he used seven models in different costumes to express the pictures, but in order to highlight the mysterious oriental feeling, the models did not have heads.

(1) Emotional graphic design under expressionism
Expressionism advocates that the creation of graphic design should be subjectively expressed through a series of basic, initial, and highly personal ways, rather than objective reproduction. Expressionism has changed the purpose, function and creative method of graphic design. It advocates graphic design to express oneself, not just to please others. Under this proposition, graphic works have become more wild and powerful, and visually compact. This is The development of modern graphic design has opened up a new path. Under the influence of expressionism, modern graphic designers began to use exaggeration and distortion as an important way of expressing design. Through this technique, the composition becomes more balanced, and it is easier to intuitively express creative concepts and inner emotions. Graphic design also began to create for criticism. This thought of emphasizing the spiritual world and self-subjective feelings has had a profound impact on the development of modern graphic design. Looking at artists from various countries during the expressionist period, Kandinsky had a greater influence on the overall direction of graphic design. Affected by Kandinsky's sensibility and geometry, the creation of modern graphic design has paid more attention to the expression of inner emotions and desires from the initial composition to the expression of lines and colors, and refused to adopt fixed methods of expression. Creation is no longer just about depicting what is visible in the field of vision, but also expressing the spiritual perception of an object through color, layout and lines [2]. The main representative of expressionist graphic design is Kelschner, whose work "Art Movement Exhibition" is known as the first expressionist poster, in which the strong color contrast and exaggerated forms of expression have also guided modern posters, effect. (2) Graphic design with free layout under futurism
Graphic designers under the influence of futurism believe that layout design should be unconventional and anarchistic. This is the spiritual core of graphic design creation. Marinetti once expressed his opinion on "La Sheba" that all existing fruits should not exist and continue to develop, and creators must use irrational free combination methods to break the
traditional typesetting methods [3]. The influence of futurism on graphic design goes far beyond this. In addition to its outstanding contributions to artistic style and visual expression, futurism has also transformed the text layout in graphic design, making it an important visual element in graphic design creation. This is the introduction of the so-called "free text" design style. In this transformation, text not only expresses the content of the screen, but also becomes a visual element. Representative Marinetti advocates an explosive and leapfrog typesetting style. In his works, the layout design is freely interlaced, messy, and the fonts vary in size and shape. The text on the entire layout has three or four colors and more than 20 fonts. Although the layout design is messy, the ideas are not messy. A font has the meaning it wants to express. For example, italics represent impressions, and bold fonts represent severe noises. This dynamic and distorted composition method breaks the layout design method that has strict structural requirements since the advent of metal movable type printing. This design method is called "free printing format" by design historians. Futurism puts forward a new direction of thinking about the transformation of words into graphic design, and it has become one of the basic characteristics of modern graphic design. (3) "Dream-like" graphic design under surrealism Surrealism began to rise in France in the 1920s. The surrealists at that time believed that there was another unconscious or subconscious world outside the real world. Under this trend of thought, they were committed to breaking the conventional logic and the reality of existence, and more aligning their ideas with instincts. The combination of subconscious dreams leads to an absolute reality that transcends the real existence [4]. And this idea is the inspiration source for many modern graphic designers to exaggerate and distort objects. It can be said that it is precisely because of the existence of surrealism that the transformation of graphic design creation methods can be endless. Under the influence of Miró, the creation of graphic design began to disrupt the normal creative order, focusing on intuitive creative methods, which required designers to express their inner improvisation in a creative way that was close to abstract. Therefore, symbolic signs and simplified images are often seen in some graphic design works, which makes the presented works have a sense of freedom and abstraction, but also with a sense of childlike innocence. Dali's expressive methods are exactly the opposite of Miró. He pays more attention to "precision." Dali believes that creators must accurately depict subconscious ideas. Therefore, graphic design creation under this kind of thinking will generally use more The "concrete" way of expression accurately expresses the ideas generated under abnormal logical thinking. This creative way will arrange all irrelevant things together, making the whole picture give people both visual and spiritual shocks, and at the same time When guiding graphic designers to create works, they must not only let the audience have various direct psychological feelings, but also guide them to comprehend and experience the artistic conception behind the works [5].

4. Summary

In the twentieth century, various modern art-related movements appeared in many western countries, which brought about all-round and breakthrough changes in the creative methods, methods, and media of graphic design, and the creative ideas and concepts of graphic design. Change. Since the beginning of the movement, the creation of graphic design has paid more attention to personal feelings, and the works have also changed from "gods" to "people", paying more attention to the expression of secularized people. Generally speaking, the graphic design creation method at that time developed in two directions, one is to emphasize the designer's personal psychological feelings and people's subconsciousness. The other emphasizes abandoning the past and looking for "reality" and "new era", but in terms of form, both of these design methods pursue chance and randomness. Generally speaking, the graphic design creation method at that time developed in two directions, one is to emphasize the designer's personal psychological feelings and people's subconsciousness. The other emphasizes abandoning the past and looking for "reality" and "new era", but in terms of form, both of these design methods pursue chance and randomness. 3. THE DIVERSIFIED DEVELOPMENT OF GRAPHIC DESIGN CREATION METHODS UNDER THE GUIDANCE OF MONDER ART

In the current design environment, the past relationship itself has certain limitations. Therefore, the design needs to evolve and development, changes with changes, and establishes new connections in the changes, so as to adapt to new requirements. Take graphic design as an example. The research theories, concepts, and ideas it contains now cover the graphic design it has developed. This is because the content of graphic design in the past can no longer be adapted to today's society. In this process, the connotation of graphic design itself is constantly being improved, and other influencing factors are unavoidable in the process of improvement, and graphic design thus presents a diverse state. Through the study of modern art, we can find that modern graphic design is deeply influenced by it, and there are shadows of modern art no matter in thought or form. The diversification of modern art is manifested in graphic design by various artistic techniques. To treat graphic design through the study of modern art, we can think that diversified design is inevitable and necessary.

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On the Blended Teaching Model of College English From the Perspective of Cultivation of Critical Thinking

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Abstract: China's education shifts from the original examination oriented education to quality education, and pay more attention to the cultivation of students' quality and ability. University is the last stage before students enter the society, so we should strengthen the education of students' critical thinking. Based on this, this paper takes the college English blended teaching model from the perspective of cultivating critical thinking as the research content, analyzes various problems existing in the current college English education, and puts forward specific solutions from two aspects: clarifying the teaching objectives and improving the teaching quality.

keywords: Cultivation of Critical Thinking; College English; Blended Teaching Model; Practice strategy

INTRODUCTION
With the acceleration of globalization, China's economy has developed rapidly, and the national and social demand for international talents is increasing. At the same time, the quality of talent training has not been effectively improved. Therefore, improving the quality of college English teaching has become the focus of colleges and universities.

CONCEPT OF CRITICAL THINKING
Critical thinking refers to "Critical thinking is a way of deciding whether a claim is always true, sometimes true, partly true, or false. " It is a way of thinking derived from the reserve of certain knowledge and ability. It can analyze things efficiently and clearly, and plays an important role in promoting learners' development. The Ministry of Education proposed that colleges should cultivate the development of students' comprehensive quality as much as possible on the basis of existing educational resources and facilities, so that they can apply relevant theoretical knowledge to real life and solve the problems they encounter in real life, and their critical thinking will play a key role in it. Therefore, college English teaching should strengthen the improvement of students' ability of critical thinking. On the one hand, teachers should realize that students have formed specific learning methods and thinking habits after long-term examination oriented education. It is not easy to change this learning habit and improve students' speculative ability; On the other hand, the improvement of students' critical thinking is a long-term process. Its cultivation should rely on systematic evaluation standards, and constantly update students' thinking and cultivate their speculative ability through reasonable and effective training strategies. [1]

2. CONSTRUCTION OF CRITICAL THINKING TRAINING MODEL IN COLLEGE ENGLISH TEACHING
2.1 BACKWARD TEACHING CONCEPT
At present, the concept of English Teaching in China is still bound by exam oriented education. The purpose of students' English learning is to obtain an excellent test score. In this context, students often fall into an exam oriented education mode and deal with various English tests by rote. Over time, English is alienated into an examination tool, which can not promote the improvement of students' comprehensive ability. In addition, the unclear teaching goal of cultivating students' critical thinking is also an important factor affecting the improvement of students' thinking. The ultimate purpose of college English teaching is to improve students' language ability and promote the all-round development of their comprehensive quality. This teaching purpose is not only the original intention of all English teaching activities, but also the ultimate destination of their teaching activities. It can effectively guide the development of teaching activities. However, in actual teaching, the English teaching objectives of most colleges and universities are not clear; Students' thinking ability is not included in the training goal of talents, which directly affects the cultivation of students' thinking ability in English teaching. [2]

2.2 LOW TEACHING QUALITY
First, the teaching content is poor. On the one hand, the current English teaching content is too poor, less interesting and comprehensive, and lack of attraction, which is difficult to effectively improve students' interest in learning. On the other hand, there is a lack of humanistic knowledge in its content, which is not conducive to the all-round development of students.
Second, the teaching mode is single. English teaching in most colleges and universities still adopts the teaching mode of "teachers speak and students listen". Under this mode, students are often in a passive position in learning and can not form their subjective will for English learning. For a long time, it is not conducive to the improvement of students' comprehensive English ability. Some college English teachers can't devote all their energy to daily teaching because of their heavy work, which leads them to perfunctorily deal with daily teaching in the way of reading from books. [3]

3. CONSTRUCTION STRATEGY OF CRITICAL THINKING TRAINING MODEL IN COLLEGE ENGLISH TEACHING

3.1 TO CLARIFY TEACHING OBJECTIVES
In order to improve students' English critical thinking, we should first clarify its teaching objectives, incorporate the improvement of students' critical thinking ability into the overall goal of English teaching, and carry out corresponding curriculum teaching in combination with the actual situation. [4] In blended teaching, colleges and universities should formulate relevant teaching objectives according to the actual teaching situation, and further refine the online and offline English teaching objectives. Online teaching mainly focuses on expanding students' cross-cultural knowledge and deepening students' understanding of Chinese and foreign culture; Offline teaching is mainly to strengthen the training of students' speculative ability through induction, synthesis, comparison and evaluation on the basis of understanding relevant knowledge. Through the comparative appreciation of ideological and cultural at home and abroad, it can deepen students' understanding of Chinese and foreign cultures and correctly distinguish their similarities and differences. It can also cultivate students' cultural identification ability in comparative analysis, so as to improve their speculative ability. In addition, teachers should further refine the teaching objectives, formulate the teaching objectives of each class, and constantly adjust the teaching objectives according to the students' learning situation, so as to gradually realize the goal of cultivating students' cross-cultural thinking ability. [5]

3.2 TO IMPROVE TEACHING QUALITY
Colleges should enrich the teaching content. The improvement of critical thinking is inseparable from the expansion of knowledge. Therefore, teachers should constantly enrich the teaching content. On the one hand, teachers should incorporate the cultivation of critical thinking into the English curriculum system and set up relevant elective courses for majors, which will be taught by special teachers. On the other hand, teachers should strengthen the teaching of literature, history, politics and explain the contents related to the theme of philosophy, strengthen the communication between English knowledge and other disciplines, so as to expand students' thinking field and improve their speculative ability. [6]

Colleges should innovate teaching mode. First of all, we should speed up the transformation of the traditional English teaching model. On the one hand, teachers should change the original teaching mode of indoctrination knowledge dictation, return the initiative in the classroom to students, guide students to complete the learning process of English knowledge independently, and cultivate students' learning independence and initiative; On the other hand, teachers should improve the interaction rate with students, enhance students' sense of classroom participation and cultivate their interest in English learning. Secondly, based on the teaching practice, teachers fully grasp the law of students' physical and mental development, and adopt targeted teaching methods to improve students' English learning and speculative ability. For example, for the teaching of new knowledge, teachers can adopt heuristic teaching to guide students to complete the process of thinking and mastering new knowledge independently, so as to improve their comprehensive English ability. For another example, after teaching the key points of knowledge, teachers can adopt the discussion teaching method to let students express their views on this key point, so as to consolidate their understanding of knowledge. In addition, Internet can help to innovate the teaching mode. At present, China is vigorously carrying out the construction of MOOC curriculum, and many high-quality MOOC resources have emerged. Colleges and universities can take this to promote the construction of online curriculum. Choose courses suitable for students' level and meet their personalized needs, such as cultural differences and cross-cultural communication and English rambling on Chinese culture, so as to stimulate students' learning enthusiasm. [7]

Colleges should improve the diversified evaluation mechanism. On the one hand, an effective student evaluation mechanism can effectively stimulate students' learning enthusiasm, standardize students' learning behavior and improve their learning efficiency. On the other hand, it can also provide certain information support for teachers to adjust teaching content and improve teaching quality. To improve English teaching quality from the perspective of speculative ability training, we must formulate and improve students' evaluation mechanism, This is mainly reflected through formative evaluation and summative evaluation. From the perspective of formative evaluation, teachers should pay more attention to students' daily learning, comprehensively consider students' learning attitude, learning enthusiasm and learning results in the process of daily learning, and give corresponding evaluation to stimulate students' learning enthusiasm. From the aspect of summative evaluation, teachers should constantly optimize the final assessment
mechanism and enrich the assessment content, so as to promote the all-round development of students. [8]

4. CONCLUSION
To sum up, colleges and universities should speed up the cultivation of students' English critical thinking, promote the common realization of the humanistic and instrumental purposes of college English teaching, and cultivate a steady stream of excellent talents for social development.

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REFERENCES:
A Review of the Literature on Community Ecotourism

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Abstract: Ecotourism is controversial. In the context of sustainable development, ecotourism aims to maintain a balance between economic, environmental and social goals. This article aims to reveal the core theory through the analysis and summary of academic papers, and find out the key to the success of community-based ecotourism. This article points out that in order to ensure the goal of sustainable development of ecotourism the local people must be empowered from economic, psychological, social and political perspectives. In this process, it is necessary to actively promote the participation of stakeholders in a cooperative manner.

Keywords: Community-based ecotourism, ecotourism, community

1. INTRODUCTION
At present, ecotourism has been widely practiced around the world. In the field of ecotourism research, community management or control has been the central theme of sustainable ecotourism development. Currently, the main researches on community ecotourism are mainly focused on the practical level. For example, the assessment of the specific impact of ecotourism on poverty reduction, environmental conservation or cultural reservation in destinations; Community-based ecotourism management; the evaluation of support and participation at the community level; The evaluation of the empowerment of the local population, etc.

This work draws conclusions on theory-related elements. After reviewing and analyzing the relevant academic literature of recent years, it attempts to advance the understanding of the essential elements and identify the keys to community-based ecotourism development.

2. CONNOTATION OF COMMUNITY ECOTOURISM
More and more academics are aware that the successful development of the community involved in ecotourism largely means the success of ecotourism [1]. Community ecotourism is a type of ecotourism, which takes a further social dimension, emphasizing social ties and social structures, some form of collective responsibility, greater effectiveness of community participation, and social integration of environmental protection. Therefore, community ecotourism can be defined as a type of ecotourism in which the local population has substantial control and participates in development and management. In which community ecotourism is a means to improve the living conditions of local populations [2].

From another point of view, community ecotourism is defined as a form of community management of natural resources. In this process, community-based ecotourism strives to achieve sustainability and conservation essential to ecotourism through such means of profit, control, participation, and well-being. In the sense that it implies responsible travel to natural areas that help conserve the environment and improve the conditions of the population.

3. LOCAL PEOPLE INVOLVED IN ECOTOURISM
Local people are largely passively involved in ecotourism development mainly because of the land and natural resources [3]. In an effort to protect the environment, the government has designated protected areas for wildlife. The government identifies areas based on resource endowment and displaces or relocates people from their ancestral lands. This is because once designated as protected areas, these resources can no longer be used for livestock rearing, gathering, and local cultivation as they were before. However, it is an indisputable fact that local people have always lived in the area, using local resources for their livelihoods, and they are creators of local culture and in constant contact with local resources. Due to the protection of natural resources and the establishment of nature reserves, the local population has been forced to participate in them. In a way, this means that territorial interventions to ensure the survival of wildlife increase the complexity between community conservation and local populations.

4. CRITICAL FACTORS IN THE DEVELOPMENT OF COMMUNITY ECOTOURISM
As the previous discussion has shown, ecotourism development is closely linked to the local population. Next, we explore what key factors influence the success of local communities and how these key factors play out.

4.1. EMPOWERMENT OF THE LOCAL POPULATION
In general, community-based ecotourism management revolves around the right to control ecotourism. A growing number of scholars argue that
the real link between ecotourism and protected areas is established through local community participation and ownership management, not just through economic benefits. And they argue that ecotourism enterprises should only be considered "successful" if local communities have some control over them [4]. Specifically, it is divided into four basic aspects: economic, psychological, social and political. In order to develop ecotourism, it is necessary to compensate the local population. First, economic benefits and the knowledge of these benefits positively influence villagers' confidence in community tourism development and attitudes toward the environment [5]. If well developed, community ecotourism can be a mechanism for poverty alleviation and access to quality of life improvements, providing empowerment and greater economic benefits to people in local communities, while local people protect local resources as effectively as possible. Otherwise, if local people oppose ecotourism, they can express their opposition by destroying infrastructure, destroying resources, and clashing with tourists. Community perceptions and activities towards wildlife tourism cover a wide range from care, concern, and protection to outright hostility, which will have an impact on the long-term viability of wildlife tourism. For a successful ecotourism project, support for the community should be not only economic but also non-economic, which can help change people's ideas and beliefs about resource use to a deeper degree. Without such changes, people are likely to go back to their old ways when cash flow ends and economic incentives disappear. In terms of psychological empowerment, it is reflected in local communities' optimism about the future, relative self-reliance, pride in their traditions and culture, greater self-confidence, sensitivity to cultural norms, and the development of respect for their traditions [6]. Social empowerment refers to a situation where a community's cohesion is affirmed or strengthened through activities such as ecotourism. This principle supports and protects tourism human rights and democratic principles to promote the empowerment of local residents. The various interest groups within a community, including women and youth, must also be represented in the community and in broader decision-making bodies. If a community is empowered by ecotourism, it must guide the development of the ecotourism project from the feasibility stage to the implementation stage. In terms of political empowerment, it is emphasized the need to determine whether a community has control over ecotourism. In this sense, local communities can have some control over ecotourism activities and power should be devolved from the national level to the community level. Numerous studies have shown the importance of seeking the views, values and interests of community residents when designing a viable tourism strategy for a region. Local communities must have the right to decide what forms of tourism facilities and wildlife conservation projects they wish to develop in their respective communities.

5. CONCLUSIONS

Based on the two essential characteristics of ecotourism, sustainability and responsibility, community ecotourism can serve as a means of promoting environmental protection if properly planned and managed. At the same time, rural communities can contribute to local economic development. In this regard, the environment should be seen as an essential component of socio-economic development, not a competitor. Sustainable development of natural resources can promote economic growth, improve living standards, create jobs, and enhance the welfare of communities that depend on these resources.

Figure 1: Critical factors in community-based ecotourism development

In the process of local community-based ecotourism management, it is most important to empower the local residents and, moreover, this right must be guaranteed. Specifically, local residents can be empowered in four ways: economic, psychological, social, and political aspects. In addition, the participation of stakeholders in ecotourism development in a cooperative manner, especially the participation of local residents, should be promoted (like Figure 1).

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Study on Measures of Consolidating Poverty Alleviation Achievements and Follow-up Assistance in the Three Regions and Three Prefectures
-- A case study of Baiyu County in Tibetan Autonomous Prefecture of Garze

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Abstract: The three regions and three prefectures are deeply poor areas in China. Under the goal of building a well-off society in an all-round way, the country and society strive to adopt a variety of poverty alleviation methods to help the three regions and three prefectures get rid of poverty and implement the Rural Revitalization Strategy. At present, the effect of poverty alleviation is remarkable. The three regions and three prefectures have lifted the whole prefecture out of poverty and entered a well-off society in an all-round way. However, the construction of the three regions and three prefectures cannot be stopped because of poverty alleviation. To prevent the three regions and three prefectures from returning to poverty, it is necessary to consolidate poverty alleviation achievements and implement follow-up assistance. Taking Baiyu County in Tibetan Autonomous Prefecture of Garze as an example, this paper explores the measures of consolidating poverty alleviation achievements in the three regions and three prefectures and the follow-up assistance.

Keywords: Poverty alleviation achievements; Poverty alleviation and assistance; Three regions and three prefectures

INTRODUCTION
Under the goal of poverty alleviation and leading the people of the whole country to achieve common prosperity, the country and society have promoted China's comprehensive poverty alleviation in their own ways. On February 25, 2021, China solemnly declared to the world that China's key battle against poverty has won an all-round victory. However, it is not the ultimate goal of China to get rid of poverty in an all-round way, and after getting rid of poverty, some areas may lead to poverty again for some reasons. Therefore, it is particularly important for areas that are lifted out of poverty to consolidate poverty alleviation achievements and implement follow-up assistance.

1. POVERTY ALLEVIATION ACHIEVEMENTS IN BAIYU COUNTY IN TIBETAN AUTONOMOUS PREFECTURE OF GARZE
1.1 Solution to solve the problem of housing in Baiyu County
The basic problem is the primary task for Baiyu County to get rid of poverty. Many farmers in Baiyu County lived in dilapidated or broken houses in the early stage of poverty alleviation. Many villages next to Baiyu County are backward. Therefore, in the early stage of poverty alleviation, the biggest task is to solve the problems of housing and transportation of village residents in Baiyu County. In Baiyu County, 2 billion RMB has been invested in various types of infrastructure improvement funds to rebuild or newly repair houses and buildings, and 1173 kilometers of roads have been built, communication stations have been newly built and the power grid has been transformed, which has made a great contribution to the infrastructure of Baiyu County and comprehensively supplemented the shortcomings of infrastructure.

1.2 Rapid development of rural economy
Baiyu County has achieved remarkable results in poverty alleviation. It is gradually expanding to other industries based on agricultural development. The main business scope of agriculture in Baiyu County is agricultural planting and breeding, sales of agricultural and sideline products, etc. [1]. Baiyu County has always regarded the development of industry as the fundamental path to get rid of poverty and Rural Revitalization. Relying on high-quality ecological resources, Baiyu County has developed industries according to local conditions, expanded the collective economy and adhered to the development of large industries. In terms of agriculture, Baiyu County adheres to its local characteristics for development, establish farmers' cooperative cooperatives, jointly study agricultural technology, improve the productivity of agricultural and sideline products, and use Internet technology to sell...
agricultural and sideline products all over the world. In terms of handicraft industry and planting industry, the joint model of enterprises and cooperative poor households is adopted to help poor households find more suitable jobs. Study the characteristic culture of handicraft industry and planting industry, and promote the development of planting industry and handicrafts. Baiyu County takes industrial development as an important way to get rid of poverty and drive the people to continuously increase their income. Therefore, Baiyu County has vigorously promoted the modern ecological characteristic industries on the plateau. Concentrating the advantageous resources of the government and enterprises, Baiyu Development Co., Ltd. was established to coordinate the industrial development of the whole county, and expand industry, increase investment, and create brand, so as to promote the overall economic development of Baiyu County.

1.2 Implement of educational poverty alleviation and improved educational resources

Education is the foundation. Solving education problems is an important solution to help Baiyu County's sustainable development. Only when poverty is alleviated, and education is focused, can Baiyu County truly achieve victory. Therefore, for Baiyu County's poverty alleviation, centering on the shortcomings of education development in poverty-stricken areas, vigorously implement various education assistance projects to lighten the light of education. The first is to invest more in the construction of educational infrastructure. Secondly, with regard to the educational resources of Baiyu County, the country uses various resources to attract more education talents to Baiyu County for education, establish educational aid projects, and carry out intellectual support activities so that poor students can also go to school and participate in education. The last is to help solve other problems in the school, carry out charity aid projects, encourage students to complete compulsory education, ensure that poor students can successfully complete their studies, and help purchase basic items needed for learning [2].

2. FOLLOW-UP ASSISTANCE MEASURES IN BAIYU COUNTY, GANZI PREFECTURE

2.1 To conduct vocational skills training

After poverty alleviation, Baiyu County has not forgotten to consolidate poverty alleviation achievement, identify local development shortcomings, further clarify ideas, highlight key points, clarify directions, accelerate the development of advantageous industries, implement follow-up assistance measures, and lay the foundation for consolidating the results of rural revitalization. Therefore, in order to get rid of poverty in Baiyu County, we should focus on the short board of educational development in poverty alleviation areas, vigorously implement various educational assistance projects and light up the light of education. Provide vocational skills training for the subsequent residents of Baiyu County to cultivate talents in Baiyu County. The long-term development of Baiyu County needs the support of talents. In the early stage, there are many technical talents to help Baiyu County, but for long-term development, it is necessary to cultivate the skills of local residents in Baiyu County. Therefore, Baiyu County in Tibetan Autonomous Prefecture of Garze will provide vocational skills training for residents of Baiyu County after poverty alleviation, Internet and information technology training for the development of emerging industries, so that more people know how to use the Internet for work and production. There are many similar clothing companies and construction companies for professional training. Baiyu County develops a plateau-characteristic three-dimensional ecological agricultural industrial park. For follow-up assistance, it promotes the construction of more industrial logistics bases and agricultural trial planting bases, so that agricultural production workers in Baiyu County can learn more agricultural technology and learn more from information technology. Combine, promote Baiyu County's agriculture out of Tibetan Autonomous Prefecture of Garze.

2.2 To strictly conduct assessment and evaluation

Preventing the return of poverty is the primary task of consolidating and expanding the results of poverty alleviation. Establishing and improving the dynamic monitoring and assistance mechanism for preventing the return of poverty is an important institutional guarantee for the effective connection of the consolidation and expansion of the results of poverty alleviation and rural revitalization. The current industries in Baiyu County are assessed and evaluated, but they are still improving economically and the talents are also constantly improving. Once the development of certain industries has regressed, the cause will be investigated and the problem will be solved [3]. The results of dynamic monitoring of poverty prevention and assistance will be incorporated into the performance evaluation of Rural Revitalization Strategy and the post evaluation of consolidating poverty alleviation results, and the application of evaluation results will be strengthened. Incorporate the dynamic monitoring of the prevention of return to poverty and the effectiveness of assistance work into the evaluation of the performance of the rural revitalization strategy and the evaluation after the consolidation of the results of poverty alleviation, and strengthen the application of the evaluation results.

3. CONCLUSION

Baiyu County in Tibetan Autonomous Prefecture of Garze is a group of advanced models driven by targeted poverty alleviation. The poverty alleviation assistance of Baiyu County is mainly carried out from the aspects of tourism and culture. The follow-up assistance also needs to be closer to the
characteristics of Baiyu County. The concept of eco-tourism poverty alleviation has also been well realized in Baiyu County, which confirms the success of this concept. The achievements of poverty alleviation in Baiyu County are worth learning from, and rural revitalization is also truly realized in Baiyu County. The follow-up assistance measures need to be carried out according to the needs of Baiyu County for sustainable development, enhance the educational resources of Baiyu County and promote the development of Baiyu County in a better direction.

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University Management Innovation: A Study on the Correlation between University Teachers' Job Burnout and Social Support

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Abstract: To explore the current situation of College teachers’ Burnout and analyze its correlation with social support (SS). Methods A total of 356 college teachers were investigated with Maslach Burnout inventory-educators survey (MBI-ES) and SS rating scale (SSRS), and the relationship between SS and burnout was analyzed by correlation and regression analysis. Results Among the 356 teachers, 226 (63.5%) had burnout, among which 146 (41.0%) were mild, 51 (14.2%) were moderate and 29 (8.1%) were severe burnout. There was a significant negative correlation between burnout and total score of SS (r = -0.358, P < 0.001), objective support (r = -0.294, P < 0.001), subjective support (r = -0.238, P < 0.001) and utilization (r = -0.254, P < 0.001). The regression equation of SS to burnout was Y = 69.432 - 0.486x. Conclusions College teachers' burnout was common; the less SS they get, the more serious their burnout was. We should pay attention to the situation of college teachers’ burnout and give corresponding SS to reduce the occurrence of burnout.

Keywords: burnout; college teachers; emotional exhaustion; depersonalization; reduced personal accomplishments

1. INTRODUCTION
Among the occupations surveyed, civil servants have the highest proportion of burnout, which was 54.9%, ranking the first in the proportion of burnout, and teachers' burnout was the third, as high as 50.34% (Lorenzo Avanzi 2018, Yin H 2019, Yiqun WCG 2003). College teachers' burnout refers to a kind of emotional state of physical and mental exhaustion experienced by individual college teachers because they cannot effectively relieve the pressure in teaching work or properly deal with various setbacks in work (Yin H 2019, Mérida-López S 2017). Long term burnout has a certain impact on college teachers' physical and mental health, teaching quality and team stability. Therefore, it has become a problem that cannot be ignored to pay attention to college teachers' burnout and promote the virtuous circle of education. Social support (SS) was an important factor affecting burnout (Lorenzo Avanzi 2018, Chu TH 2020). That study attempts to explore the relationship between college teachers' burnout and SS, so as to put forward effective countermeasures to alleviate and eliminate college teachers' burnout in terms of SS, help college teachers improve their professional quality, and finally provide useful reference for better education management of college teachers.

2. METHODS
2.1 Selection participants
By using the method of sampling survey, 356 teachers from different genders, ages, professional titles, disciplines and educational backgrounds were selected from five universities to ensure that the questionnaire was more representative. The questionnaire was anonymous. There were 365 questionnaires sent out and 365 recovered. Since 9 incomplete questionnaires were removed, 356 questionnaires were finally valid, with the recovery rate of 97.5%.

2.2 Methodology
2.2.1 Maslach Burnout Inventory educators Survey (MBI-ES)
MBI-ES (Maslach C 2001) was used in the burnout scale, which was divided into emotional exhaustion (EE), depersonalization (DP) and reduced personal accomplishment (RPA). The dimension of emotional exhaustion includes 9 items, which mainly evaluates the emotional translation caused by excessive nature of work; The dimension of depersonalization includes 5 items, which mainly refers to the attitude and evaluation of students; And the dimension of personal achievement reduction includes 8 items, which mainly refers to the view of one's own work. Likert 7 grade scoring method were used, and 0-6 points were calculated from "no" to "every day". According to the M norm standard in MBI instruction manual provided by Maslach, the burnout degree corresponding to each dimension score was divided into light, medium and heavy: EE dimension <16 points was light degree, 17~26 points was moderate degree, and ≥27 points was severe degree; DP dimension ≤6 points was light degree, 7~12 points was moderate degree, and ≥13 points was severe degree; PA dimension ≥39 points was light degree, 32~38 points was degree It was divided into moderate degree, and less than 31 points was classified as severe degree.

2.2.2 The social support rating scale (SSRS)
SSRS was designed and modified by Xiao Shuiyuan (1999), with 10 questions, which were
divided into three dimensions: subjective support, objective support and utilization. Among them, subjective support includes four items, which mainly evaluate the emotional experience and satisfaction degree of individual who was respected, supported and understood in society; objective support includes three projects, mainly visible or actual support, including direct material assistance or social network and group support; Utilization includes three items, which refers to the degree of individual's utilization of objective support resources. The higher the score of a certain dimension was, the more support was obtained in the dimension. The amount of SS can predict the results of individual physical and mental health, that was, the higher the score of SS, the healthier the body and mind.

2.3 Data analysis

Data were analyzed with SPSS 23.0, and Pearson correlation analysis showed that teachers' work passion and motivation shows that teachers' work passion and motivation were slowly fading, and the sense of achievement was also reduced. If we don't pay attention to that situation and do not take appropriate measures to solve it, burnout will become more and more serious and deepen, and the impact will be extended to the

### Table 1 General Characteristics of Burnout in College Teachers (n=356)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total</th>
<th>Mild</th>
<th>Moderate</th>
<th>Severe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>158 (44.0)</td>
<td>146 (41.0)</td>
<td>51 (14.2)</td>
<td>29 (8.1)</td>
</tr>
<tr>
<td>EE</td>
<td>96 (27.0)</td>
<td>72 (20.2)</td>
<td>119 (33.4)</td>
<td>69 (19.4)</td>
</tr>
<tr>
<td>DP</td>
<td>178 (50.0)</td>
<td>64 (18.0)</td>
<td>89 (25.0)</td>
<td>25 (7.0)</td>
</tr>
<tr>
<td>RPAs</td>
<td>114 (32.0)</td>
<td>103 (28.9)</td>
<td>54 (15.2)</td>
<td>87 (24.4)</td>
</tr>
</tbody>
</table>

3.3 Regression Analysis of College Teachers' SS and Burnout

Taking teachers' burnout and its various dimensions as dependent variables, the total score of SS, objective support, subjective support and utilization of support were included into independent variables, and stepwise regression analysis was conducted. The results showed that except for the total score of SS, the other variables did not enter the regression equation, so they could not be used as a direct predictor of teachers' burnout. SS total score can directly predict occupation burnout of teachers, and was the reverse prediction source of occupation burnout. The regression coefficient of adjustment was 0.118. The final regression equation was: Y = 69.432 - 0.486x, that was, the total score of burnout will decrease by 0.486 points for every increase of total SS score (Table 3).

### Table 3 Regression Analysis of College Teachers' SS and Burnout

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coefficient</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total score of burnout</td>
<td>0.076</td>
<td>18.374</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Total score of social support</td>
<td>0.118</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. DISCUSSION

Through the investigation of teachers' burnout, we get the overall situation. In the study, 63.5% of the college teachers have the symptoms of burnout, among which 41.0%, 14.2% and 8.1% were mild, moderate and severe burnout, respectively. That analysis and regression were used in the study. P < 0.05 was considered statistically significant.
whole teaching staff. Some studies have shown that SS plays a mediating role in the influencing factors related to burnout (Lorenzo Avanzi 2018, Jie Li 2018, Orkibi H 2016). That study shows that there was a significant negative correlation between College teachers' Burnout and the dimensions of SS: the less SS college teachers get, the more serious their burnout was; on the contrary, the more SS they get, the lighter their burnout was. That was consistent with the current research results abroad (Burke RJ 1993, Swietochowski W 2011, Temam S 2019). In addition, some studies have shown that SS was also related to the burnout of medical practitioners and medical students (Boram Kim 2018, Molero Jurado MDM 2018, Woodhead EL 2016). How to effectively alleviate the occurrence of College teachers' Burnout and improve their mental health level was an important task for university administrators. Through that study, we found that SS can effectively reduce the occurrence of burnout, suggesting that helping college teachers to establish a strong SS system was an effective way to reduce their burnout. Through regression analysis, the regression equation of predicting burnout through the total score of SS was established, which provides some theoretical support for the evaluation of teachers' burnout in Colleges and universities.

5. CONCLUSION
University teachers have become a high incidence group of burnout. SS plays an important role in teachers' burnout. The less SS college teachers get, the more serious their job burnout was. On the contrary, the more SS they get, the lighter their burnout was. Therefore, it was necessary to reduce the teachers' sense of burnout and help them to adjust themselves through the powerful SS system for their resumes, so as to improve the professional quality of the whole college teachers.

REFERENCES
Exploration of Paths to Adolescents' Physical Health

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Abstract: At present, the physical health of adolescents in our country has declined, and the promotion of physical exercise on the physical health of adolescents has received widespread attention. This article aims to analyze the importance of the physical health of young people, summarize the factors that affect the physical health of young people, propose the importance of physical exercise to the physical fitness of young people, and finally combine the research history of physical exercise mechanisms at home and abroad to introduce the improvement of youth sports. Several aspects of exercise quality are hoped to have guiding significance for the overall improvement of the physical health of young people.

Keywords: Youth; Physical health; Explore

1 REASONS FOR ATTACHING IMPORTANCE TO THE PHYSICAL HEALTH OF YOUNG PEOPLE

The physical health of adolescents affects the future development of the entire society.

The middle school stage is a critical period for students to strengthen their physical fitness. The physical health of adolescents affects the destiny of the entire country to a certain extent. During this period, adolescents are in a stage of absorbing nutrients and growing rapidly both physically and mentally. Having a healthy physique during adolescence can prepare you for your future work and life, and for the formation of good stress resistance and work ability. My country has always attached great importance to the physical condition of young people. The country has successively compiled many standards and norms related to the physical health of young people, encouraging young people to participate in various forms of physical exercise, and promoting the importance of physical exercise at all levels of the family, school, and society.

Especially at the school stage, corresponding physical exercise standards have been issued in each period of elementary school, middle school, and university, aiming to improve the physical fitness of young people in a scientific and comprehensive manner. It can be said that the physical health of young people is the focus of the whole society.

At present, the physical health of young people needs to be strengthened.

With the development of society and economy, the complexity of products in the food industry and the temptation of products in the electronics industry make today’s young people happy to eat and tired of exercise. The rich nutritional intake has made the physical fitness of middle school students in our country much greater than in the past. Variety. On the one hand, the height of adolescents has increased, but problems such as overweight and obesity have also followed, and the obesity rate of adolescents has continued to rise. On the other hand, according to our country’s student physical fitness tests and reports, the current level of growth in adolescents’ physical function is not high, and even declines at certain ages. The most obvious is that the myopia rate is increasing year by year. In addition, under the influence of academic and family pressure, young people’s mental health development is limited, and they are easily stimulated by external factors. Therefore, the physical and psychological growth of adolescents has fallen into a certain predicament, and it is urgent to solve the physical and health problems of adolescents.

2 MEASURES TO STRENGTHEN YOUTH PHYSICAL EXERCISE

2.1 Family Sports

First of all, parents should recognize the importance of physical exercise, set a good example for their children, and cultivate their children’s awareness of exercise. Then guide the young people to participate in the correct physical exercise, develop good exercise habits and rest habits, to flexibly use the time at home, you can purchase some small sports equipment suitable for family use, and scientifically perform appropriate exercises. In addition, parents should master some basic medical knowledge in order to deal with some sudden exercise injuries, so that they can really deal with emergencies in the process of students’ physical exercise and pave the way for young people’s exercise.

2.2 School Sports

Schools are the main place for young people to cultivate awareness of exercise and develop exercise habits. Schools should pay attention to the implementation of the concept of health. This is not only to deal with physical examinations, but to really consider the physical health of students and really pave the way for the development of young people. On the one hand, the school can arrange physical education courses regularly, including the teaching of basic theories and the cultivation of practical abilities, so that students can better enhance their physical fitness through the courses. On the other hand,
schools can introduce a lot of sports games related to physical exercise to increase the interest of middle school students in physical exercise, let students form awareness of physical exercise, and increase their interest in participating in physical exercise, so that students can participate more actively and more. Show the enthusiasm of students to learn sports well, and bring greater help to the improvement of students’ abilities. Schools should also pay attention to the maintenance and update of sports equipment to avoid accidental injuries to students due to physical exercise. This is the basis for students to safely perform physical exercises and is also a requirement for students during exercise.

2.3 Social Sports

From a social perspective, the government or related communities should increase publicity about the impact of physical exercise on the physical health of young people, and make full use of the media to integrate the awareness of physical exercise into thousands of households. This modern form can better help Students participate in sports. In recent years, there have been more and more sports at the social level, and rich forms of exercise can also promote the formation of youth sports concepts and allow young people to participate.

3 CONCLUSION

With the improvement of people’s living and economic level, the physical health of young people should be the focus of national attention. One of the manifestations of a country’s comprehensive strength and foresight is investment in education, and the improvement of the status of physical exercise in the reform of education determines the in-depth level of quality education in this country. From a long-term perspective, improving the physical health of young people is conducive to improving my country’s future medical and employment problems. Study happily and grow up healthily, so that physical exercise can fully permeate the lives of every teenager.

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Research on the Development Path of University Smart Librarians in University Smart Libraries

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Abstract: With the development of science and technology, people's requirements for libraries are constantly increasing. Traditional paper-based book borrowing can no longer meet people's needs for reading, and the concept of smart library has emerged at the historic moment. The quality of smart librarians is the core element that affects the service functions and long-term development of smart libraries. Based on the relationship between the smart librarian and the smart library, this article analyzes the training direction and realization path of the smart librarian.

Keywords: Smart library; smart librarian; realization path

1. INTRODUCTION
Compared with traditional libraries, the use of smart libraries can effectively improve the efficiency of management and make it easier for people to obtain the book resources they want. In addition, a smart library based on Internet technology can also allow people to browse collection resources anytime and anywhere, breaking through the restrictions of time and place on people. However, the development of smart libraries has higher requirements for smart librarians. This article summarizes the characteristics of smart libraries and proposes ways to cultivate the professional qualities of smart librarians. The way to realize it provides a useful reference for the construction of smart librarians.

2. CONNOTATION AND CHARACTERISTICS OF SMART LIBRARY
Smart library is mainly reflected in its "wisdom". On the one hand, the building space of smart library is more intelligent, making full use of various technologies and schemes of smart building to create an integrated smart space; On the other hand, the management and service of smart library are more intelligent. The library adopts highly automated, intelligent and process-oriented system for internal management and external service, forming a brand new intelligent system.

The main feature of a smart library is that it has smart resources, smart services, smart management, and smart space. Smart Library is a new type of library that fully intelligentizes the architectural space, management system and service content, so as to realize the wide interconnection and sharing of knowledge.

3. RELATIONSHIP BETWEEN SMART LIBRARIANS AND SMART LIBRARIES
Judging from the current situation of the construction of smart libraries, the long-term development of smart libraries must rely on the improvement of the professionalism of librarians. As practitioners of smart libraries, smart librarians must first have a high degree of professional identity, that is, recognize their professional value, establish lofty professional ideals, sincerely love the library business, and do their best to provide readers with the wisdom of excellence. Secondly, it is responsible for the full range of management responsibilities of the library, not only focusing on the management of various links in the library, but also undertaking the exchange of knowledge services between libraries; again, smart means can be used to provide readers with precise services, through cloud technology and the Internet of Things Technology, RFID technology, etc. provide users with personalized deep-level knowledge services.

With the general promotion and application of information technology, network technology, big data technology, etc., libraries have gradually broken the traditional operating mechanism and knowledge service model, and gradually applied high-tech to realize their own service functions and social values. Technical factors are the core elements for the realization of smart libraries. It can expand the channels for readers to find documents, enhance readers' reading experience, and mobilize readers' enthusiasm for reading in the library. As the carrier of technical factors, smart librarians undertake the dual responsibilities of technical intervention and technical guarantee.

4. THE DEVELOPMENT DILEMMA OF UNIVERSITY SMART LIBRARIANS IN SMART LIBRARY
Lack of professional recognition of smart Librarians in Colleges and Universities
For a long time, university librarians have been regarded as simple manual laborers and low-level service personnel who are obscured, do nothing, and
just focus on moving books. Smart librarians in colleges and universities do not receive the attention and respect they deserve; at the same time, due to the lack of respect and support that the outside world deserves, there are few learning and training opportunities for smart librarians in colleges and universities. This directly leads to the lack of inner sense of professional recognition of smart librarians in colleges and universities, and they cannot find the sense of professional confidence and career satisfaction that should be given by their work in the cycle of smart service in the library, thus seriously affecting the sense of identity and responsibility of career development of smart librarians in colleges and universities.

Lack of wisdom awareness among smart librarians in colleges and universities
University libraries have successively introduced smart platform systems such as RFID self-service book borrowing and returning system, intelligent book sorting, inventory system, Beacon communication technology, library seat positioning system, etc., which releases the hands of librarians to a certain extent and relieves the physical strength of librarians Labor intensity. However, smart libraries rely more on the value of librarians' spiritual labor production. The knowledge, ideas, and wisdom of librarians provide spiritual motivation and intellectual support for the realization of smart libraries. Smart librarians in colleges and universities must grasp the transformational opportunities of smart library construction, cultivate their own comprehensive capabilities and improve their comprehensive quality in smart services.

The scarcity of exchange and training opportunities for smart librarians in colleges and universities
Due to the relatively marginal role of the library as a teaching assistant, there are few opportunities for university librarians to exchange and train each year. "Unable to go out" librarians have no access to communication and training, so they have no choice but to stay in the well. In addition, the construction of smart libraries in colleges and universities requires smart librarians with profound comprehensive abilities of academic analysis, academic research and academic tracking, so that they can better participate in the discipline construction, teaching and scientific research services in colleges and universities. However, the university librarians are trapped in the dilemma of scarce academic research opportunities, backward academic research environment and thin academic research atmosphere.

5.WAYS TO TRAIN SMART LIBRARIANS IN THE CONSTRUCTION OF SMART LIBRARY
Guide librarians to participate in the whole process of library operation and maintenance
At present, the construction of Smart Library is mainly based on new technologies such as artificial intelligence, big data and edge computing. The professional quality of librarians should also be improved based on this, and run through the whole process of library construction and management. In the process of designing the system architecture of the smart library, smart librarians should actively participate in the functional design, system design and trial debugging, and deeply understand the system service mode, service architecture and data mechanism of the smart library, which is conducive to cultivating a group of backbone technical talents and playing an important role in later service innovation, operation and maintenance. In the space construction of Smart Library, smart librarians should actively participate in the needs, habits and processes of different space users such as logistics and reader groups of Smart Library, be familiar with and master the operation and adjustment means, and improve the use efficiency and service effect of Smart Library. Participating in the operation and maintenance of the smart library can form the overall understanding of the Smart Library and improve and expand its service ability.

Establish a new management system for smart librarians
In the management of smart librarians, libraries must formulate new systems to promote the in-depth development of smart services in smart libraries. The formulation of the system should include three aspects: the first is the access threshold for smart librarians, the second is teamwork, and the third is reasonable incentive. In terms of access threshold, because the service requirements of Smart Library are different from those of traditional library, only when smart librarians have basic comprehensive ability, data utilization ability, education and scientific research ability, can they build an employment and selection system based on discipline background and professional ability and centered on smart service. In terms of team cooperation, the smart library is a comprehensive operation and maintenance service system based on multiple departments and systems. The communication between librarians is also realized more through network equipment, and the sense of team is getting weaker. Therefore, it is necessary for the library to establish a cooperation team oriented promotion mechanism to promote the cooperation between librarians and the cooperation between librarians and other units. Appropriate incentive mechanism can deepen the service effect and help librarians master more service skills. Implementing the incentive system with high requirements and high treatment is one of the good ways to promote the development of smart librarians. Provide a learning system and strengthen the training for smart librarians
The ideal training model for smart librarians is to train existing librarians to become smart librarians. First of all, the library should give full play to the role of reader feedback in promoting the learning of
The transformation of traditional librarians to smart librarians requires a process. In this process, various problems will arise whether it is knowledge services or the use and debugging of new equipment. These problems will be concentrated in the feedback of readers. Passing it to librarians in a reasonable way will help motivate them to learn actively and provide readers with higher-quality services. Secondly, providing different professional trainings for librarians in different positions through pre-job training can help them have a deeper and more comprehensive understanding of the service mode of smart libraries. Third, it provides a mature learning system for librarians, establishes a dedicated development file for each post, and implements a "professional-lifelong" learning mechanism to record the service skills mastered by each librarian at each stage, which can enhance librarians' confidence and encourage them to gradually develop the good habit of lifelong learning.

Encourage smart librarians to participate in scientific research and teaching activities

At present, flipped classroom, micro class and other teaching modes are gradually rising, which provides a convenient way for librarians to participate in the teaching and research of scientific research institutes. It can not only highlight the supporting role of the library in scientific research and education, but also help to cultivate smart librarians. Libraries should actively cooperate with scientific research institutes, encourage librarians to take the initiative to set up courses or participate in some aspects of teaching, participate in relevant research, learn professional research methods, and quickly transform them into their own scientific research ability. At the same time, librarians should also build a scientific research cooperation environment internally, actively seek scientific research topics, gradually realize the scientific research team with smart librarians as the main body, lead the basic research and technological innovation related to the library, and promote the integration of new technologies, new models and new functions in the smart library.

6. CONCLUSION

Smart librarians play an important role in the service of smart Library. The cultivation of smart librarians is an important guarantee for the scientific development and function optimization of smart Library. The library should actively analyze the important role of smart librarians, formulate the smart training plan for librarians, actively encourage librarians to participate in the whole process of library operation and maintenance, ensure the professionalism, teamwork and enthusiasm of the talent team with a reasonable system, actively participate in college teaching, improve the subject literacy and scientific research ability of librarians to boost the service level of smart Library.

REFERENCE
Research on Application of ESA Teaching model in Business English Reading Teaching

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Abstract: Reading is an important way to cultivate students’ comprehensive ability of using language, however, the teaching methods of business English reading in many colleges and universities are too single, which affects the improvement of students’ reading level. This research applies Harmer’s ESA teaching model to the teaching of business English reading, three different classes are flexibly used to arouse students’ interest in learning and cultivate students’ independence of thinking.

Key words: ESA model; Business English; Reading; Application

1. THE DEFINITION AND THEORETICAL BASIS OF ESA TEACHING MODEL

1.1 Definitions of ESA Teaching model

In the late 1990s, Jeremy Harmer, an internationally renowned expert on English teaching in the United Kingdom, claimed that the language knowledge would be activated if learners were provided with a lively classroom environment, understandable input will facilitate spontaneous communication. He first proposed the ESA teaching model in his book How to Teach English in 1998, the ESA teaching model refers to the three elements of classroom language teaching: ENGAGE, STUDY, ACTIVATE, and according to their flexible combination to form three different lesson types: Straight Arrows Sequence (ESA), Boomerang Sequence (EASA), and Patchwork Sequence (EAASASEA).[1]

The first element, “ENGAGE”, is the beginning and foundation of an active curriculum.[1] This stage requires the teacher to stimulate students’ interest in learning as much as possible. The aim of this stage is to focus the learners’ attention on the language materials through various activities and methods, and lead them to participate in the classroom. Learners, through games, music, pictures, stories and other ways to effectively engage in learning, so as to firmly and clearly grasp the key points of learning.

The second element, “STUDY”, is central to the whole curriculum.[1] Under the guidance of the teacher, students analyze the language materials and master the relevant pronunciation, words, and grammatical structure. In this step, an understanding of the information and cultural context is completed. On the basis of knowing the teaching material and teaching background, the teacher points out and explains the key points, so that the learners can master the language knowledge and the language form. Students can find language rules in the process of preparation. They can also master the learning methods through group study and improve their ability of summing up.

The third element, “ACTIVATE”, plays a vital role in the classroom. Its purpose is to help learners to use the language freely and effectively.[1] Harmer explains that it doesn’t matter in terms of language form or specific points of knowledge.[1] The most important aspect of language acquisition is that learners can effectively and appropriately apply the language they are learning to specific contexts and real topics. There are many typical activities: role-play, advertising design, debate, discussion, poet writing, etc., can improve learners’ communicative competence.

Three Types of ESA Teaching model

The Straight Arrows Sequence (ESA) is that teachers stimulate students’ interest, engage students in learning, learn relevant content, and finally create opportunities to apply the knowledge they have learned.[2]

Boomerang Sequence (EASA) is introduced by teachers first, and then enters the application stage. Then teachers explain the language errors and difficulties encountered in the activities, and finally use them again.[3]

Patchwork Sequence (EAASASEA) is more flexible. Teachers can apply the three elements to teaching in cycles according to the teaching content.[4] In the practice teaching, the three basic elements of classroom language teaching are flexibly designed into multiple ESA combination order, which is more beneficial to students’ language learning and practical communication, and stimulates students’ learning interest.

The Theoretical Basis of ESA Teaching model

According to Constructivist (Piaget, 1970) theory, students should combine their reading with their own experience and social reality, and then seriously improve their ability to analyze and solve problems.[5] ESA teaching model pays more attention to students’ subjective status and individual subjective effort, and encourages students to learn independently through various activities.[6] ESA teaching model does not completely negate the traditional teaching methods, it affirms the position of teachers, takes teacher’s explanation as a new
2.6. Engage. The teacher plays the business English content to the schoolmate, guides the student to answer with Chinese and English two kinds of languages way, and guides the student to answer the content to carry on the ponder.

2.7. Study. The teacher asks the students to read the text by themselves, find out the key words and structures in the text, and do the exercises after the text. Then the teacher checks the students’ work, corrects the mistakes and explains the reasons, guides the students to master the text comprehensively, displays their reading skills. Finally, the teacher explained in detail some difficult sentences as well as vocabulary and phrases. In the course of teaching, students are constantly asked questions to enable them to use their brains and actively participate in the teaching and learning process.

2.8. Activate. The teacher asked the students to do exercises after class.

2.9. Study. The teacher asks the students to check their answers against each other, and then chooses one of them to show the class their answers and give the reasons why they gave them. The teacher listens carefully and corrects mistakes in time.

2.10. Activate. “Suggestions on language learning”. The teacher asks the students and their team members to come up with at least seven suggestions, for English learning and to prepare a short report. Choose one person in the group to make a report to the whole class. The teacher can refer the students to the “After-class reading” to prepare the report.

3. EXPERIMENT OF ESA TEACHING MODEL IN BUSINESS ENGLISH READING TEACHING

The study was conducted among 87 students major in Business English of Grade 20 of the Faculty of International Studies of the Xinxiang Institute of Engineering, where the author is based a total of 87 students, including 44 in the experimental group with ESA teaching model, 43 in the control group with traditional teaching method. Before the experiment, two groups of students in college business English reading teaching performance is shown as follows, the two groups of students performance is no difference.

### Table 1

<table>
<thead>
<tr>
<th>Group</th>
<th>Class Interest</th>
<th>Class Interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Experimental group (%)</td>
<td>6</td>
<td>38</td>
</tr>
<tr>
<td>Control Group (%)</td>
<td>6</td>
<td>37</td>
</tr>
<tr>
<td>P</td>
<td>0.13</td>
<td>0.19</td>
</tr>
</tbody>
</table>

Results of Teaching Experiments

From the perspective of “Classroom interest”, most of the students in the experimental class have changed their views on the reading class, and think that the reading class can fully arouse and cultivate students’ thinking and interest. As a result of
student’s study, the interest obtained the enhancement, therefore the classroom interaction effect is good. In contrast, the control class enthusiasm and participation did not change much. From the third item in Table 2, we can see that most of the students in the experimental class have improved their English reading ability, which to some extent shows that the students have mastered the knowledge and skills of reading and have enhanced their self-confidence in learning.

<table>
<thead>
<tr>
<th>Group</th>
<th>Class Interest</th>
<th>Class Interaction</th>
<th>Reading Ability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experimental</td>
<td>Yes 37</td>
<td>No 7</td>
<td>Yes 41</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Improvement 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Improvement 36</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>Improvement 8</td>
</tr>
<tr>
<td>Control Group</td>
<td>Yes 21</td>
<td>No 22</td>
<td>Yes 19</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Improvement 24</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
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<td></td>
<td></td>
<td></td>
<td>Improvement 26</td>
</tr>
</tbody>
</table>

Before the experiment, the students in the experimental class and the students in the control class had no significant difference in college English reading ability, but after the experiment, the students in the experimental class had a great difference in their reading ability, this shows that the application of ESA teaching model has promoted the teaching of business English reading and achieved good teaching results.

<table>
<thead>
<tr>
<th>Group</th>
<th>Average Score</th>
<th>Excellence rate (%)</th>
<th>Passing rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experimental</td>
<td>82.3</td>
<td>36.3</td>
<td>96.7</td>
</tr>
<tr>
<td>Control Group</td>
<td>65.6</td>
<td>9.8</td>
<td>84.5</td>
</tr>
</tbody>
</table>

3. DISCUSSION AND CONCLUSION

Discussion

For students, the application of ESA teaching model in college business English reading teaching helps to improve students’ reading level and reading interest. Compared with the previous teacher-centered teaching model, the ESA teaching model stimulates students’ initiative learning at the beginning of the class and exposure to language in the learning process, which helps to stimulate students’ learning motivation, can help students consolidate the language points learned, and flexible in daily life, the use of language. For teachers, ESA-guided English reading lessons need not be taught all the time. The teacher is simply the leader of the student’s activities and learning, and the main learning task is done by the student himself. However, this does not mean that teachers have lower responsibilities and less work. On the contrary, the ESA teaching model requires teachers to be more competent, intelligent and flexible in implementing teaching plans.

Conclusion

In the teaching of business English reading, ESA teaching model can help students develop positive English reading interest and attitude, help English teachers to create a pleasant and efficient classroom environment, conducive to business English reading teaching. In order to change the boring classroom atmosphere in business English reading teaching, many teachers devote a lot of time to exploring new models and methods of business English reading teaching. It can be seen that ESA teaching model can provide great help for teachers to improve the atmosphere and effect of business English reading teaching.

REFERENCE


Choosing A CEO for A Firm with Losing Streaks

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Abstract: In 21st century, the financial arena, with the unpredictable and high speed change traits, the rise and fall of a cooperation becoming so common. If a company with losing streak, it may face some vital points to make decisions which are significantly help or detrimentally affect its future. Therefore, in order to give some constructive suggestions to a company with losing streak, this essay will focus on the should an individual take the role of the CEO and how the board of the company choose a fit CEO. Then we will discuss the leadership approaches that the CEO can choose to significantly help the losing firm in detail, Keywords: choosing a CEO; the leadership approaches; a firm with losing streaks

1. INTRODUCTION
Respect to the performances of the CEO can do, this thesis will primarily mention should an individual take the role of the CEO and how the board of the company choose a fit CEO. Then we will discuss the approaches that the CEO can do to significantly help the losing firm in detail, meanwhile we will give some constructive advice that aims to help the company avoid bankruptcy.

2. TAKING ON A NEW LEADERSHIP ROLE
2.1 From an individual perspective
Considering a similar situation that Lou Gerstner, the CEO of IBM had confronted in 1993 [1]. Whether to accept a leadership position, an individual should consider a couple of things as following: firstly, if your personal traits align with the company culture to some extent and if the culture is transferable gradually after you articulate your vision. Secondly, if the people inside the company had a common interest and shared vision that can align with your vision and interest so that you may have a supportive network. Furthermore, as the CEO job not just simple as manage business, you should consider if you are comfortable with the workload and the expectation or job criteria. What is more is that if your financial background can be an advantage within the context or be a winnable factor regarding the company growth or transformation. The most important is that if the current situation of the company is favourable for your joining or if the organizational context allows you to implement influence and power to against the opposition directly or indirectly. Moreover, consider the result of the current situation that aligned with former CEO’s performance, if you can overwhelm former CEO’s performance or rectify the issues that left by former CEO also should take into consideration.

So when it comes to the company with losing streak, it should make an evaluation. If the CEO is the optimal choice of the board, it means he can get the support from the board of directors, and he is favourable to join the company as he can provide the firm with fresh perspectives. And consider his knowledge background, if it can give him an advantage as the former CEO failed at this part, then he can overwhelm. Also, considering the initiative of the transformation of the losing firm, if the CEO has involved in, and his knowledge and his interpersonal or formal relationship may help the firm success. Therefore, after such evaluation, the CEO should take the position.

2.2 From board perspective
As Rosabeth Moss Kanter [2] asserted, when the company is doing well, it should emphasize on continuity, smooth succession handoffs, and internal knowledge that can keep a company on a winning streak. Hence, a CEO from an internal human resource is more feasible. However, when the company is confronting an unfavourable situation such as the situation that IBM had faced in 1993 that the corporation on losing streaks and need for change, an experienced outsider who can bring unbiased and unique perspectives should leverage.

Therefore, whether the CEO come from inside or outside is highly depend on the company’s situation. Considering the current situation, after dispassionately analyzing the reason for the stagnated situation, the board may expect the candidate can lead a significant change to overcome the losing streak. Therefore, an experienced leader with fresh perspectives needed.

Considering the research did by an executive search firm [3], the research conducted across industries, and it manifested the common attributes that the CEO differ from other executives are not necessarily emphasize on industrial professional. Also, the real life example such as Lou Gerstner (IBM) who even
criticized for having “wrong” background (from a food company), ultimately achieved triumph. However, it does not mean the industrial knowledge is not necessary. Regarding Lou Gerstner (IBM), he was a big buyer of the latest technology and some other evidences also showed his adequate understanding of technology industry [1]. Therefore, if the CEO comes from the same industry is not necessarily important, but a well understanding of the industry is also required. When the board is choosing the best candidate for the company, they should know how to differentiate the CEO from other executives. Regarding the research [3], the CEO unlike the other executives (should) have a forward thinking to avoid business myopia. Also, considering the complexity and dynamics of the situations the company is facing or may confront, the CEO (should) always construct tough mind to take a deliberately executed action that involves calculated risks and always pursue an opportunity optimistically. Most importantly, the CEO (should) always bears other’s interest in mind and encourage collaboration and dependency within firm via building a more inclusive corporate system and creating mutual trust. Consequently, facilitating the goal achievement as others support.

For 21st century leaders, as they hold the key position in the company, they will confront demand from both inside and outside the company, so it is essential to the leaders quickly realize their responsibility is beyond the organizational boundary and they should manage the company in an organizational context rather than daily operation bases. Moreover, as the detailed order of the operation will trigger demotivation and demoralization in colleagues and subordinate and thus, the leaders should learn to act in indirect way to encourage engagement in decision-making process and build a collaborative context to encourage cross learning. Also, considering the power dynamic within the company and the authority position cannot guarantee the right to lead, so the leaders should recognize that if their vision is unconvincing, actions are inconsistent with corporate value, and their interest harm the corporate behalf, the leaders can easily loss their power permanently. Furthermore, the leaders should recognize the importance of consistently introspecting themselves to staying grounded so that to lead the company long-term prosperity and also consolidate his own power without erosion [4].

3. CHOOSING A LEADERSHIP APPROACH

3.1 Modern Theories of Leadership

For 21st century, this is essential for leaders to understand there is no one leadership theory can guarantee for success because every leadership theory has its suitability, it constrained by variety factors such as situation, personal traits, others’ influences, etc. However, it does not mean there is no usability for these theories. “The better you know, the better you likely to lead” [5], by knowing the most relevant theories that suit for 21st century, the leaders can consistently introspect himself when there are difficulties in his leadership approach and find a better or more comfort approach.

The transactional leadership theory, which assumes firm effectiveness based on an exchange between the leaders and followers, has pervasively used in business practice. However, it may be no longer suitable for 21st century organisations. Because once the “agency” (workers) knows the game of benefits that set by the “principal” (leaders), it will significantly hinder the innovation of the firm and consequently it will harm organisational future growth and behalf. Therefore, it necessary for 21st century leaders to consider another most relevant approach.

Related to the losing firm, as showed the merit pay system which manifested a transactional leadership approach has a detrimental effect on firm’s innovation and if the innovation is vital for firm’s transformation and future growth, the CEO should find a better approach. Regarding the current situation, the CEO can combine transformational leadership approach and situational leadership approach to accomplish things. The transformational leadership approach requires the leader via encouraging and empowering employees from different units consistently interact with other fellows to build a collaborative context and motivating people via providing a sense of belonging for the followers so that to inspire the followers generate the most innovative solutions to solve any issues. As there is no single approach is suit for all situations, so the transformation leadership approach should add by the situational approach. The situational approach allows leaders to express his leadership and express his authentic when the situational fit, especially, when a situation is supportive, this approach can help the CEO to facilitate his wish and reinforce his power within the organisation (central, leadership theories).

3.2 Leading Collaboration

According to Rabinowitz (Collaborative Leadership, week3), if a company had confronted following situations, a collaborative leadership approach is appropriate. When the firm is on a losing strike, and it can break down obstacles and solicit the reluctant stakeholders to collaborate. When it is impossible for one individual to tackle a severe and complicated problem, and it requires others support. When the interest is diverse internally and externally, and it needs to find out a cluster of interest. When other solutions failed to solve the problems and a new approach is required. When a situation may affect the interest of the whole organization and community, so a new firm approach is required. When a collaboration had set as a part of the organizational strategy from the beginning and the execution is needed. Hence, considering the above situation that
related to current situation, the leverage of collaborative leadership approach is necessary. Also, as the rapid change has taken place in the modern workplace, the traditional top-down leadership approach is gradually evolved to a collaborative leadership, so the top-down approach may no longer valid for 21st CEO, and a well understanding of collaborative approach should leverage [6]. Be specific, unlike the traditional approach, to achieve success in the 21st century business environment, a collaborative leadership practice should focus on leading the process, not leading the people. Take IDEO (video) as an example, David Kelley, the CEO as a facilitator of IDEO, nurtured collaboration via decentralizing his power and allowing the employees access to the corporate resources freely and timely that encourages the optimal solutions comes from the chosen team through an equal participation. Furthermore, Kelley allows an open information sharing via cross departments communication and his willingness to listen to others opinions has encouraged different problem-solving approaches and generated unique insight when solving problems. What is more is that the sensitivity of Kelley to the issues that may raise conflicts and the ability to address the conflicts had ensured the strategic direction did not deviate. Besides, as the team members who are seeking more autonomy and engagement working in a collaborative context, a prompt feedback has nurtured collaboration via decentralizing his power and allowing the employees access to the corporate resources freely and timely that encourages the optimal solutions comes from the chosen team through an equal participation. Furthermore, Kelley allows an open information sharing via cross departments communication and his willingness to listen to others opinions has encouraged different problem-solving approaches and generated unique insight when solving problems. What is more is that the sensitivity of Kelley to the issues that may raise conflicts and the ability to address the conflicts had ensured the strategic direction did not deviate. Besides, as the team members who are seeking more autonomy and engagement working in a collaborative context, a prompt feedback has nurtured opportunities and offered an ongoing personalized coaching between team members. As a result, this collaborative leadership assured IDEO’s long run success.

When it comes to such situation, a collaborative leadership is required, but the CEO should realize the context unlike IDEO, the problem that the CEO confronts may more complicated, more challenging and costly. Also, as the collaboration procedure takes time, generates conflicts and resistance across different parties (Rabinowitz Collaborative Leadership), the leader should deliberately choose a collaborative leadership approach that somewhat differs from IDEO’s example. The collaborate leadership approach can base on Kelly’s (IDEO) approach to building a collaborative context. However, it needs an overall visionary control like Mass Animation (video) to reduce the time consuming and cost, and also ensure all members are in the same direction so that to work more efficiently.

4.CONCLUSION

Related to the firm with losing streak, the CEO should realize the major resistance or obstacle to collaboration approach may come from different parties who can share benefit, so he may try his first temptation to solicit these parties, though things may not go well as his wish. Usually, both the CEO and those parties will show their strong attitude toward their power, and those parties may show negative perception towards management and the conflicting “tribe” culture at the company and thus, for the CEO the buddy-like approach to convince those parties may highly likely improper and a new approach should consider. Thinking about the current losing situation that will affect those parties, and consider the complexity and urgency of transformation require those parties’ involvement, so the situation brings opportunity to break down the obstacle to solicit the collaboration seems highly likely possible. Thus, the CEO should firstly clearly define the problem of the company and their relationship to the issue in an expert manner. Secondly, the CEO should thoroughly diagnose the interest of those parties, and then establish a vision that advocates their interest by a collaborating (Rabinowitz, Collaborative Leadership). Lastly, in this collaboration process, the power erosion is inevitable, so the CEO should find a trade-off deal between him and those parties rather than find a balance, here the buddy-ship may work in some extend.

REFERENCES

Difficulties and Countermeasures on Professional quality improvement of Rural Preschool Teachers
——Based on the Survey of GZ Province

Tingting Fan
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Abstract: Improving the professional quality of rural preschool teachers is the core of the rural teachers construction. Based on the investigation of the current situation of 552 rural preschool teachers' professional quality improvement ways in GZ Province, this paper analyzes the practical dilemma of rural preschool teachers' professional quality improvement, and puts forward the strategies to improve rural preschool teachers' professional quality.

keywords: poverty alleviation; rural revitalization; rural kindergarten teachers; professional quality improvement

1. QUESTION POSING
In recent years, "the construction of rural teachers is the focus of poverty alleviation through education". [1] Improving the professional quality of rural preschool teachers is the core of the rural teachers construction. "Strengthening the construction of rural teachers in the new era and striving to create a team of rural teachers who love the countryside, have sufficient quantity, excellent quality and full of vitality" [2] is an important strategy to promote rural revitalization. This study deeply analyzes the practical problems and needs in the process of improving the professional quality of rural preschool teachers in GZ Province, provides ideas for the improvement needs, and helps the effective connection between the achievements of poverty alleviation in GZ province and rural revitalization.

2. QUESTIONNAIRE PREPARATION AND DISTRIBUTION
Based on the previous research on the strategies for improving the professional quality of rural preschool teachers, this study compiled a questionnaire in line with the ways to improve the professional quality of rural preschool teachers. It is distributed to several township (including rural) kindergartens in GZ Province, and the teachers of rural kindergartens are responsible for filling in. 552 valid questionnaires are collected in the whole survey process, and all questionnaire data are entered and analyzed by using statistical software SPSS 23.0.

3. ANALYSIS ON THE CURRENT SITUATION OF WAYS TO IMPROVE THE PROFESSIONAL QUALITY OF RURAL PRESCHOOL TEACHERS
It can be seen from the survey results in Table 1 that the surveyed rural preschool teachers do the best in improving their academic qualifications and using the network resources of preschool education to carry out education and teaching, with scores of more than 4 points.

<table>
<thead>
<tr>
<th>title</th>
<th>N</th>
<th>minimum</th>
<th>maximum</th>
<th>mean value</th>
<th>standard deviation</th>
<th>skewness</th>
<th>kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>I often read books and magazines on early childhood education</td>
<td>552</td>
<td>1</td>
<td>5</td>
<td>3.88</td>
<td>.894</td>
<td>-.506</td>
<td>.036</td>
</tr>
<tr>
<td>I am good at learning to use the network resources of early childhood education</td>
<td>552</td>
<td>1</td>
<td>5</td>
<td>4.01</td>
<td>.851</td>
<td>-.679</td>
<td>.730</td>
</tr>
<tr>
<td>I plan or am upgrading my education</td>
<td>552</td>
<td>1</td>
<td>5</td>
<td>4.12</td>
<td>.969</td>
<td>-1.001</td>
<td>.633</td>
</tr>
</tbody>
</table>
I often write reflective notes on early childhood education and teaching 552 1 5 3.96 0.933 -0.669 0.157
I have presided over or participated in research projects for many times 552 1 5 3.33 1.220 -0.206 -0.946
I often take part in teaching and research activities 552 1 5 3.85 1.032 -0.665 -0.066
I often watch and learn demonstration classes 552 1 5 3.79 1.006 -0.444 -0.377
I have many opportunities to go out to study 552 1 5 3.15 1.238 0.121 -1.079
I often attend teacher training and lectures 552 1 5 3.47 1.123 -0.099 -0.893
I often take part in teaching skill competitions 552 1 5 3.34 1.098 -0.091 -0.774

Table 2 shows that kindergartens can basically provide rural preschool teachers with corresponding policies and systems, provide various learning resources, create a positive learning atmosphere, and provide certain funds to support rural preschool teachers to improve their professional quality.

Table 2 Descriptive statistics of professional quality improvement paths of rural preschool teachers at kindergarten level

<table>
<thead>
<tr>
<th>title</th>
<th>N</th>
<th>minimum</th>
<th>maximum</th>
<th>mean value</th>
<th>standard deviation</th>
<th>skewness</th>
<th>kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kindergartens have systems to promote the improvement of teachers' professional quality</td>
<td>552</td>
<td>1</td>
<td>5</td>
<td>3.97</td>
<td>.959</td>
<td>-.655</td>
<td>-.035</td>
</tr>
<tr>
<td>Kindergartens are rich in professional learning resources</td>
<td>552</td>
<td>1</td>
<td>5</td>
<td>3.88</td>
<td>.996</td>
<td>-.579</td>
<td>-.187</td>
</tr>
<tr>
<td>The kindergarten has funds for the improvement of teachers' professional quality</td>
<td>552</td>
<td>1</td>
<td>5</td>
<td>3.65</td>
<td>1.166</td>
<td>-.415</td>
<td>-.737</td>
</tr>
<tr>
<td>The kindergarten has a strong cultural atmosphere of active learning</td>
<td>552</td>
<td>1</td>
<td>5</td>
<td>3.88</td>
<td>1.015</td>
<td>-.566</td>
<td>-.304</td>
</tr>
</tbody>
</table>

4. THE DILEMMA OF IMPROVING THE PROFESSIONAL QUALITY OF RURAL PRESCHOOL TEACHERS

4.1 THERE ARE FEW OPPORTUNITIES FOR RURAL PRESCHOOL TEACHERS TO GO OUT FOR LEARNING AND TRAINING

According to the survey, every year, each township (rural) kindergarten will have 1-2 places to participate in the national training and provincial training projects, and more places to participate in the exchange projects between kindergartens. The kindergarten head with a sense of democracy and fairness will let the rural preschool teachers take turns to participate. On the contrary, the autocratic kindergarten head will directly assign the teachers to participate in the training.

4.2 RURAL PRESCHOOL TEACHERS SELDOM PARTICIPATE IN TEACHING SKILL COMPETITIONS

Most of the teaching skill competitions are organized by township kindergartens and county education bureaus, while few rural preschool teachers participate in municipal and provincial teaching skill competitions and win awards. At the same time, many rural preschool teachers have low enthusiasm to participate in teaching skills competition.

4.3 RURAL PRESCHOOL TEACHERS HARDLY PRESIDE OVER OR PARTICIPATE IN THE RESEARCH

Individual large-scale township central kindergartens will undertake the educational science planning topics of provincial departments, and more township kindergartens will undertake the educational science planning topics of cities and counties. Many rural preschool teachers say they are willing to participate, but they don't know how to do the project. At the same time, very few Township kindergartens have carried out training and learning on subject research.

5. COUNTERMEASURES FOR IMPROVING THE PROFESSIONAL QUALITY OF RURAL PRESCHOOL TEACHERS

5.1 TO CULTIVATE THE ENDOGENOUS LEARNING ABILITY OF RURAL PRESCHOOL TEACHERS TO IMPROVE THEIR PROFESSIONAL QUALITY

Whether participating in out training, teacher skill competition and subject research. Rural preschool teachers should have the consciousness and learning ability to improve their professional quality, which is the sustainable driving force of teachers' professional development. Only in this way can rural preschool teachers recognize the significance of rural preschool education, establish an educational feeling rooted in rural preschool education, and fulfill the task of...
protecting and educating rural kindergartens with due diligence.

5.2 TO IMPROVE THE PROFESSIONAL QUALITY OF RURAL PRESCHOOL TEACHERS BASED ON KINDERGARTEN BASED TEACHING AND RESEARCH

Rural kindergartens should make full use of the platform of kindergarten based teaching and research to promote teachers' professional growth. At the same time, kindergarten based teaching and research can develop appropriate kindergarten curriculum resources, design educational and teaching activities and innovate one-day life management of kindergartens according to the actual situation of towns (villages) and the characteristics of rural children. It aims to continuously accumulate local experience for the improvement of the professional quality of rural preschool teachers.

5.3 TO IMPROVE THE INCENTIVE SYSTEM FOR THE PROFESSIONAL QUALITY DEVELOPMENT OF RURAL PRESCHOOL TEACHERS

In view of the development and changes of rural preschool teachers' professional quality, developmental evaluation is adopted to make them get comprehensive feedback and help in improving their professional quality. Kindergartens can Fully affirm the rural preschool teachers with solid professional quality and positive progress, so that they can get the corresponding post promotion, and then give full play to their professional quality.

5.4 TO BUILD A CULTURAL ATMOSPHERE CONducive TO THE IMPROVEMENT OF RURAL PRESCHOOL TEACHERS' PROFESSIONAL QUALITY

Rural kindergartens should build an exchange platform for teachers to improve their professional quality, and organize all teachers to exchange and learn from each other on education and teaching contents and nursing skills. Rural kindergartens shall establish a learning resource library as far as possible to provide rural preschool teachers with rich and diversified learning resources, to improve their professional quality through online and offline books, periodicals, audio and video materials, etc.

Fund Project: Guizhou province humanities and social sciences research projects of 2020 (No. 2020ZC057). ‘Research on the improvement path of rural preschool teachers' professional quality under the background of poverty alleviation’ phased research results.

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Research on the Construction of art Design Teachers in Colleges and Universities

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Abstract: Since entering the new era, China's college enrollment expansion policy has been continuously promoted, and higher education has changed from traditional elite education to mass education, which puts forward higher standards and requirements for the construction of college teachers. Taking the college art design major as an example, this paper deeply discusses the background and problems of the construction of the professional teachers, and puts forward the specific construction path, in order to provide a valuable reference for the construction of the professional teachers of art design in colleges and universities.

KEYWORDS: colleges and universities; art design major; teachers; build

1. INTRODUCTION
With the rapid development of China's social economy, the state pays more and more attention to culture and art, and the art majors in colleges and universities have made important progress. As the main body of talent cultivation, teachers are directly related to the growth and development of students. However, due to the long-term impact of the traditional examination oriented education system, there are problems in the construction of art teachers in many domestic colleges and universities, resulting in a great discount in the effect of talent cultivation of relevant majors. Therefore, the research on the construction of college art design teachers has necessary educational value and practical significance.

2. RESEARCH BACKGROUND ON THE CONSTRUCTION OF COLLEGE ART DESIGN TEACHERS
With the large demand for high-level talents in various fields, the forward-looking strategy of strengthening the country with talents is listed as an important national development strategy. In order to promote the implementation and effectiveness of the strategy, colleges and universities undertaking the cultivation of talents have ushered in a once-in-a-lifetime development opportunity. The most representative is the policy of college enrollment expansion actively advocated by the state in recent years, which makes the dream of more high school graduates entering colleges and universities become a reality. It is conducive to synchronously improving the overall national cultural quality. However, the teaching quality has also become a focus topic simultaneously. Therefore, how to improve the quality and teaching effectiveness of higher education and achieve a university satisfactory to the general public has become one of the prominent problems faced by China's education departments and colleges.

In this regard, from 2010 to 2016, China successively issued the Outline of the National Medium and Long-Term Education Reform and Development Plan (2010-2020), the Opinions on Strengthening the Construction of Teachers, the Opinions on Establishing and Improving the Long-Term Mechanism for the Construction of Teachers' Ethics in Colleges and Universities, and the Guiding Opinions on Deepening the Reform of the Assessment and Evaluation System for Teachers in Colleges and Universities and other relevant documents, which defines the direction of the construction of college teaching staff in China. [1] It can be seen that strengthening the construction of colleges teachers is not only the need for the healthy development of China's higher education, but also the mission of colleges and universities to achieve the goal of talent cultivation.

Under the background of college enrollment expansion, the army of art examination has gradually formed, especially the increase of social demand for all kinds of art talents, which has further exacerbated the rapid expansion of art specialty setting and enrollment scale in colleges and universities. On the one hand, it has opened up a broader development space for college art education; on the other hand, it has also put forward a test for existing art teachers. Therefore, seeking the construction path of teachers in line with the law of art education has become the top priority to improve the quality of college art education in China.

3. PROBLEMS IN THE CONSTRUCTION OF ART DESIGN TEACHERS IN COLLEGES AND UNIVERSITIES
3.1 THE NUMBER OF TEACHERS IS RELATIVELY INSUFFICIENT
At present, the major of college art design is favored by the majority of high school students, and more and more students choose this major, but the number of teachers equipped with the major of art design is relatively insufficient. At present, the teachers majoring in art design in most colleges and universities are transferred from painting or design.
These teachers are often only responsible for the teaching of basic animation courses. Therefore, there is a shortage of teachers who can really undertake the teaching of art design courses. Some colleges and universities can even select only one or two teachers as teachers majoring in art design. [2] It is found that graduates with bachelor's degree or above majoring in art design in art colleges prefer to seek jobs in media companies or animation companies, because the salary of these companies is much higher than the income of teachers. Meanwhile, the assessment system and incentive mechanism of art teachers in Colleges and universities are not perfect, which leads to the loss of art design teachers in colleges and universities.

3.2 UNEVEN PROFESSIONAL ABILITY
At present, a considerable number of art design teachers in colleges and universities in China are satisfied with the current situation, lack of awareness of self-development and promotion, and the concept of career development planning is not strong. Although a small number of teachers majoring in art and design actively use their spare time to participate in relevant professional learning, training, academic exchanges or apply for visiting activities in well-known colleges and universities, most teachers focus on "resting on past achievements", and they can't keep up with the pace of the times, whether from the level of theoretical knowledge or practical skills. At the same time, some higher art design teachers are often busy with some social activities, so they invest less time and energy in teaching, and even let graduate students take their own classes without permission. In addition, the scientific research atmosphere of art design major in colleges and universities is not strong; the proximity of teachers to graduate colleges and universities is too high; the professional exchange is limited, and the attainable space is limited.

3.3 IMPERFECT TEACHER TRAINING MECHANISM
Art design majors in colleges and universities have high requirements for teachers' comprehensive quality, that is, they need both digital technology, art skills, humanistic cultivation and aesthetic ability. In addition, art design is a highly practical social application-oriented specialty, so teachers need to timely understand and master the market dynamics, pay attention to the integration with the market in textbook arrangement and curriculum design, and require them to have rich and mature practical experience. However, due to the serious shortage of college art design teachers China, some colleges and universities directly introduce fresh graduates to participate in teaching activities. In addition, due to the heavy business volume, these teachers with weak social experience have no time to improve their own business, and colleges and universities also lack corresponding training activities. This has a serious impact on the teaching level and quality of art design specialty in colleges and universities.

4. THE SPECIFIC PATH OF THE CONSTRUCTION OF ART DESIGN TEACHERS IN COLLEGES AND UNIVERSITIES
4.1 TO INNOVATE THE EMPLOYMENT METHODS OF TEACHERS AND EXPAND THE SCALE OF TEACHERS
On the one hand, college should establish and improve the talent introduction mechanism, and pay attention to the introduction of high-quality talents in first-class art colleges at home and abroad. By employing part-time professors, distinguished professors, visiting professors and honorary professors, professionals can also be invited to participate in the teaching activities of art design specialty in colleges and universities, actively broaden the source channels of teachers, improve the influence and popularity of the school, and optimize the structure of teachers. [3] On the other hand, colleges should establish a part-time teacher system and improve the teacher evaluation mechanism. Colleges also can hire high-level and high-quality talents as part-time teachers, effectively alleviate the current situation of the shortage of teachers in art design specialty, innovate the teacher management system, constantly expand the scale of teaching staff, and effectively meet the current needs of teachers in college art design specialty in China.

4.2 TO STRENGTHEN PROFESSIONAL ABILITY TRAINING AND IMPROVE THE QUALITY OF TEACHERS
First of all, colleges and universities should pay attention to the teaching skills training of teachers majoring in art design, and strive to create a first-class teaching team. For example, we regularly hold training activities such as lesson preparation, lesson evaluation and class attendance, support teachers to prepare professional teaching materials suitable for the actual situation of our students, organize activities such as teaching achievement evaluation, teaching experience exchange and teaching skill competition, and strive to improve the teaching skills and professional quality of students majoring in art and design. Secondly, colleges and universities need to strengthen the cultivation of creative ability of teachers majoring in art design, actively expand teachers' involvement in aesthetics, sociology, psychology, philosophy, literature and other fields, extend their knowledge and consolidate their knowledge foundation. Third, teachers majoring in art design should pay attention to the cultivation and shaping of their own ability, and make use of all time and opportunities to constantly update and optimize their own knowledge architecture system.

4.3 TO IMPROVE THE TEACHER TRAINING MECHANISM AND STIMULATE THE DRIVING FORCE OF WORK INNOVATION
First of all, colleges and universities need to reform
the salary mechanism of teachers majoring in art design and scientifically increase the reward system. For example, colleges can separate the professional titles of teachers and management posts to enhance the professional characteristics of teachers' professional titles. Secondly, colleges should improve the teacher assessment mechanism, conduct an objective and comprehensive assessment of teachers' comprehensive literacy and teaching level, change the traditional assessment standard with the number of papers published as the core, and include teachers' ideological and political literacy, teaching skills and theoretical literacy in the assessment category. According to the assessment results, the incentive mode of combining material reward and spiritual reward is implemented for teachers to stimulate teachers' work passion and motivation. Third, colleges should build a performance work mode with the organic integration of assessment mechanism and salary mechanism to achieve the goal of fairness and incentive drive.

5. CONCLUSION

In conclusion, from the perspective of art design major in colleges and universities, building a team of teachers with strong professional ability, high professional ethics, courage to innovate, dedication will help promote the healthy and sustainable development of art design education in colleges and universities and inject more vitality into art design major, to provide strong human support and guarantee for the cultivation of higher art and design talents.

REFERENCES:

Research on the Development Path of College Sports From the Perspective of Values in the New Era

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Abstract: In recent years, the issue of the decline of teenager physical fitness has been widely concerned. In order to improve this phenomenon, the government departments put forward the idea of developing college student sports. This activity has become the guidance for the healthy development of college student and is of great significance for the improvement of college physical quality. Through the analysis of the development of college student sports from the values perspective in the new era, it can provide reference value for the development of college sports education in China. Firstly, the relationship between sports values and sports is analyzed, and the interaction between them is discussed. On the basis of the above analysis, the paper puts forward the development path.

Keywords: new era; values; college sports; path

1. RESEARCH PURPOSES
Sports development is of great significance to strengthen the physical quality of college students, so the relevant departments actively promote the development of sports. At the same time, sports values affect the attitude of college students to participate in sports. It is necessary to actively carry out the research on the values. By means of the questionnaires, this paper tries to find out the contemporary college student sports values, analyze their understanding and attitude towards sports activities, and provide valuable analysis data for the activities.

2. RESEARCH METHODOLOGY
The method of combining qualitative and quantitative, theoretical and empirical research is adopted. Analysis and research were carried out by extensive literature. A field and questionnaire survey was conducted on college students. A total of 300 questionnaires were distributed and 300 were recovered, among which 300 were effective and the efficiency was 100%.

3. RESULTS AND ANALYSIS
3.1 The relationship between sports values and sports of college students
3.1.1 The significance of college students sports values to the development of sports
College students are the new generation of Rusticated Youth of China, who have a high receptivity to new things because of the richness of their living environment. Such characteristics make college students more inclined to set up a value origin from self-demand. The college student values of physical education must have the ideological characteristics; these ideological features are embodied in the subject’s understanding of the attributes of sports as a value object and the extent to which the value object can meet the needs of the subject. These aspects affect the achievement of college student sports behavior and awareness. It can be seen that the sports values of college students are of great significance to the development of sports.

3.1.2 The significance of sports in promoting the further development of college students sports values
Sports can enrich people’s spare-time cultural life, strengthen people’s system, and meet people’s daily cultural needs. From this point of view, the development of sports has a very positive impact on the sports value orientation of college students in China, and plays a very important role in promoting the liberal education and improving the physical health of college students. The development of sports should advocate the concept of healthy body, call for students to develop good habits and healthy lifestyle, while actively enjoying the happiness brought by sports. Colleges and universities should carry out the construction of physical education in earnest, pay attention to the management of physical education, ensure that every student exercises for not less than one hour every day. The development of sports can positively promote the further development of college student sports values, which makes college student understanding of sports values more profound.

3.2 Significance of developing physical education in colleges and universities
3.2.1 Sports promotes the development of college student values of physical education
According to the results of a survey conducted by the author among 300 college students, 91% of the participants believe that ‘College students should take an active part in sports’ and develop their sports skills, which is beneficial to their future life and work, the college students who disagreed with the statement was 4 percent, while another 5 percent chose 'Unclear'. Through the investigation, we can see that the majority of college students express positive
attitude to the study of sports skills and daily exercise, which is consistent with the original intention of developing sports. For college students, the tendency shown in the values of physical education is the embodiment of educational results in a large extent. Sports for the mental health of college students and social adaptation on the role of the guidance is very positive.

3.2.2 Sports promotes the development of college students' sports health values

One of the main purposes of physical exercise is not only for physical health, but also for mental health. Mental health mainly refers to an individual's ability to adapt to society. Such a concept in college students have a high degree of recognition. The questionnaire survey of college students found that 93% of the respondents to 'Participate in sports activities for the purpose of the option of "Enhance physical fitness, enhance physical exercise. When asked whether they agree that sports should be an important part of daily life, 91 percent of college students said yes. According to the results of this survey, there is a broad consensus among college students that the purpose of taking part in sports is to improve their physical quality. The main purposes of developing sports is to promote the physical and mental health development of students, which is also one of the core contents of sports values.

3.2.3 Sports promotes the development of sports entertainment values of college students

The leisure life of contemporary college students is rich and colorful. In addition to studying, entertainment accounts for a great proportion of their college life. Therefore, sports and entertainment values in college students have a very broad recognition. In the questionnaire of college students, “The purpose of participating in sports activities is to enrich entertainment life, besides 'enhancing physical quality’.” Most of them said that they can get happiness by participating in sports, which shows that entertainment is an important part of the pursuit of college students. With the further development of the construction of a harmonious society, contemporary college students pay more attention to the quality of entertainment life. Therefore, the colorful and competitive sports have been widely loved by college students, making students’ spare time life greatly enriched. It is of great significance to promote the development of sports entertainment values.

3.2.4 Sports promotes the development of university students' sports competitive values

Competition is an important feature in sports. Such concept is similar to the current competitive situation prevailing in our society. According to a survey of 300 college students, 78 percent of them agreed with the idea that 'Competitive characteristics in sports are the same as in society'. The percentage of college students who said they did not agree or feel anything was 12 percent and 10 percent. From the results of the survey data, we can see that most college students are inclined to the idea that competition consciousness is more helpful to individual’s adaptation to the society. The author holds that it is of great significance to observe the rules of sports competition in order to study the social norms. This can be seen that the development of sports can effectively promote the university student sense of competition, and awareness of norms.

3.2.5 Sports promotes the development of college student sports moral values

Athletics is one of the important characteristics of sports, so we need to adhere to the rules. Only in this way can we really create a positive culture atmosphere. The development of sports not only emphasizes the cultivation of student sports quality and competition consciousness, but also plays an important role in the ideological and moral education of students. In the questionnaire survey, 97.9% of the college students have the right to take part in physical exercise during their college life. It shows that the contemporary college students have a strong critical spirit of sports ethics, and have a very clear critical attitude towards the immoral behavior in sports competition. The individual differences of students are the main factors that lead to the different evaluation of their sports moral value. The development of sports is based on the cultivation of student values, so it will also promote the development of college student sports ethics.

3.3 Discussion on the development path of college students' sports from the perspective of sports values

3.3.1 To develop and perfect the organizational form of sports

At the university stage, the student values have been initially formed and tend to be stable. In order for sports to develop scientifically, it is necessary to constantly develop and perfect the organizational form, and constantly improve the environment and conditions for the development of sports, so that college students have a wide range of participation in space, effectively stimulate students to participate in sports enthusiasm.

3.3.2 Enrich the content of sports

The development of sports needs to meet the needs of college students as the fundamental, only when the needs of college students for sports are met can the active participation of college students be attracted, and these needs need to be reflected in two aspects. One is the need for physical health; the other the need for mental health. Enriching the content of sports is in line with the trend of sports development.

3.3.3 Perfecting the supervision and evaluation mechanism of sports

Fairness and justice is the basic moral requirement for the development of sports, and to improve the sports supervision and evaluation mechanism can effectively carry forward this moral character. Sports should give full play to the initiative and creativity of...
these groups, and encourage university students to actively participate in the supervision and evaluation mechanism. It can not only maintain the fairness and justice of sports, but also set up the sports moral standard of college students, and effectively promote the development of sports moral values. Only in this way can we better grasp the development direction of sports, to realize the overall coordinated development of sports.

4. CONCLUSIONS AND RECOMMENDATIONS

Contemporary college students represent one of the most thoughtful, innovative and individualistic groups in China. The development and deepening of college student sports under the vision of sports values in the new era is fully in line with the mainstream thinking of contemporary college students. Constantly promoting the development of sports can not only enrich college student after-school cultural life and strengthen their physical quality, but also encourage them to establish a good outlook on life, world outlook and values, as well as an excellent moral standard. To promote sports in an all-round way will cultivate the social competitiveness of our modern university students and enable them to adapt to the constantly improving requirements of the modern society for the quality of talents, attention should also be paid to the transformation of negative factors. Only by constantly improving the development of sports values and giving full play to the educational significance of sports values, can make the university student’s sports value idea and the guidance direction consistent true.

ACKNOWLEDGEMENTS

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REFERENCE

How Architectural Conflict Should Evolve in the New Era

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Abstract: Construction conflicts are common in the construction industry, causing all kinds of accidents and disputes, affecting the order and quality of construction. This article from the definition of building conflict, source, influence factors, such as the outline of the development of building conflict, analysis of building conflict research both at home and abroad, to explore the construction of China's current conflict management mechanism in the new era of a new type of information technology represented by BIM how evolution, after building build to keep pace with The Times the idea of construction of conflict management mechanism.

Keywords: Architectural conflicts; Conflict Evolution; Management Mechanism; BIM Technology

1. INTRODUCTION

Construction industry is an important supporting industry of China's national economy, but it is also an industry with low informatization, low efficiency and serious waste. Because of the separation of all disciplines in the construction industry, the complexity of construction project management, and the differences in the personality and objectives of construction project stakeholders, it will inevitably lead to inconsistency of opinions and opposition of behavior among project stakeholders, and eventually lead to conflict. The emergence of conflict will lead to a series of chain reactions, such as increasing communication cost, causing engineering accidents, reducing engineering construction efficiency, affecting construction order and quality, etc. The prevention and solution of architectural conflict has become the consensus of architects at home and abroad. Nowadays, people use BIM Technology to bring digital, visual and parametric tools to the construction industry. How to change the existing construction conflict management mechanism after joining the information technology represented by BIM, so as to adapt to its conflict changes and build an idea of building a construction conflict management mechanism that keeps pace with the times.

2. RESEARCH STATUS AT HOME AND ABROAD

In this paper, by consulting relevant literature, the research on architectural conflict is relatively rich. In web of science, using "construction conflict" as the keyword and the time interval is set as 1991-2012, 688 documents can be retrieved, of which most (477) are published after 2010. It can be seen that architectural conflict is a hot research field.

3. EVOLUTION OF BUILDING CONFLICT MANAGEMENT MECHANISM

Existing studies on architectural conflict distinguish conflict resolution from conflict management. Rahim believes that conflict resolution is to reduce, eliminate or end conflict, implying the view that conflict is harmful; Conflict management means designing a set of effective strategies to improve organizational learning and efficiency by reducing the destructiveness of conflict and enhancing the constructiveness of conflict. Obviously, too many conflicts will lead to chaotic relationship and organizational problems, and the least conflict will lead to organizational stagnation, including shortsightedness, complacency and convergent group thinking. Therefore, managers do not always solve conflicts, but effectively manage conflicts to help people reduce the occurrence of conflict events and corresponding losses in an organized and systematic way through the identification, evaluation and handling of existing and potential conflicts. Sometimes they even need to encourage conflict. Therefore, the key to conflict management is to know when the balance can be reached and how to maintain the balance, so as to enable the organization to achieve the best performance. This view needs to be realized through moderate conflict level, but there is no quantifiable index in the current research.

Over the years, researchers have proposed a variety of conflict management styles. Blake and Mouton first proposed that managers can deal with conflicts in a variety of styles, namely withdrawal, smoothing, coercion and problem solving. These five styles were later used in the TKI conflict handling model scale, and developed into five styles: competition, cooperation, compromise, avoidance and accommodation, which has become a widely used conflict management model in practice. However, these new methods and technologies not only put forward a new path to solve architectural conflict, but also put forward new challenges to conflict management. New technologies may change the basic situation of conflict. In particular, new technologies such as BIM are not a simple auxiliary tool, but a subversive technology that may change the ecology of the whole industry. Due to the characteristics of information modeling and
multi-party sharing of BIM Technology, while improving or coordinating conflicts, BIM Technology has caused some new conflicts in data interoperability, intellectual property rights, data ownership and so on. These conflicts involve the contractual arrangement of stakeholders' interests after the application of BIM Technology. Because the BIM model contains a variety of information completed by multiple participants in cooperation and mutual dependence, it will induce new conflicts on who should own the final model and protect the designer's intellectual property rights, resulting in the evolution of the existing conflict situation. Therefore, it is conceivable that the traditional conflict management mechanism is facing the challenge of technology application, may no longer meet the needs of development, and may even play an obstructive role to some extent. It is necessary to carefully examine it and change it at an appropriate time.

4. DEVELOPMENT OF MANAGEMENT MECHANISM IN THE NEW ERA

By combing the relevant literature in the field of architectural conflict research, it can be found that: 1. Researchers have a consensus on the management of building conflict. 2. The research on construction conflict management is still deepening. 3. The evolution of conflict and the innovation of management mechanism need to be further explored. In this process, the mobility, individuality, multi participant and multi-objective characteristics of the construction industry are fully considered, the impact factors of construction conflict are investigated and subdivided, the hierarchical framework model of impact factors is constructed, and the impact factors that conform to the objective law of conflict and are suitable for scenario evaluation are listed. Investigate the interaction and dependence of the influencing factors of architectural conflict, analyze their influence on the evolution of conflict, build a conflict correlation model, find the key factors affecting conflict driven by technology, and establish the basic framework of evolution research; Based on the conflict impact factor model and correlation model, the key impact factors of conflict are effectively identified and their functions are measured. Combined with the sharing of conflict responsibility and consequences, the evolution model of conflict is established to reveal the evolution mechanism of conflict; Develop a problem-based intelligent conflict analysis and decision management system including database, case base, knowledge base and countermeasure base, and establish a dynamic and real-time conflict management mechanism to achieve the purpose of orderly management and coordination of conflicts.

The evolution of construction conflict in the context of the application of new technologies in the construction industry is still lack of research, and the corresponding management mechanism is ignored. Based on conflict theory, project management theory and innovation theory, we hope to use modern management analysis technology to build a management mechanism driven by technology. From the perspective of the evolution of architectural conflict under the background of new technology application and using modern management analysis technology, this paper intends to study the three aspects of architectural conflict impact factor hierarchical framework model, conflict relationship model and conflict development and evolution model, and explore the correlation and influence of architectural conflict and its development and evolution mechanism under the background of new technology application, Build a management mechanism to meet the needs of development, and provide a theoretical framework and application system for the evaluation and management of building conflict.

REFERENCE

Research on the Long-term Mechanism of Labor Education for College Students in the New Era

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Abstract: In our country's college education, labor education is a very important content. It is not only an inevitable requirement for realizing the comprehensive development of students' morality, intelligence, physical education, and art, but also an important means of talent training in the new era. Therefore, in the new era, colleges and universities should clarify the problems that exist in the current labor education development process, and at the same time integrate their own actual conditions, so as to construct labor in terms of student concepts, curriculum system, education mechanism, education carrier, teacher strength, education evaluation, etc. The long-term education mechanism is used to effectively cultivate the students' labor quality and allow them to grow into outstanding talents that are beneficial to the society. Next, this article will study the labor pride and long-term mechanism of college students in the new era for your reference.

Keywords: new era; college students; labor education; long-term mechanism

INTRODUCTION
As early as 2014, General Secretary Xi clearly stated that it is necessary to promote the glorious work, precious skills, and great creation of the times, and create a good environment in which everyone can become talented and everyone can show their talents. Therefore, the development of labor education in colleges and universities is not only a requirement of the new era, but also a mission of colleges and universities. Therefore, colleges and universities should take the strengthening of labor education as an opportunity for development to cultivate students' labor quality in education, so that students can understand the beauty, nobility and greatness of labor, so as to encourage students to recognize labor, like labor, and admire labor from the bottom of their hearts. Students can grow into qualified socialist successors and contribute to the development of the motherland.

1. PROBLEMS IN THE DEVELOPMENT OF LABOR EDUCATION FOR COLLEGE STUDENTS IN THE NEW ERA
(1) The students have a weak concept of labor
In the new era, with the development of science and technology, a lot of manual labor has been replaced by machines, and some "new" labor has also been produced. Coupled with the improvement of people's living standards, students' lives have become more and more favorable, which makes Many college students are reluctant to engage in manual labor, and even many students think that the purpose of going to college is to not engage in manual labor. This shallow concept of labor will make students lack the motivation to work, which makes students participate in labor education. Positivity is not strong[1].

(2) Problems in school labor education mechanism
In college education, labor education should be very broad, but many schools have problems with labor education mechanisms, making labor education a professional skill training, which weakens and narrows labor education. Under the cultivation of this kind of labor education, students cannot extract unique value from it. Naturally, they cannot form good labor values, and it is difficult to meet the requirements of labor education in the new era. At the same time, many colleges and universities still have the problem of underestimating labor education, and because labor education has been marginalized for a long time, many students are relatively deficient after graduation and can only talk on paper.

2. THE CONSTRUCTION PATH OF A LONG-TERM MECHANISM OF LABOR EDUCATION FOR COLLEGE STUDENTS IN THE NEW ERA
(1) Enhance the labor concept of college students
In the new era, with the rapid development of science and technology, advanced technologies such as artificial intelligence have reduced the labor opportunities of students a lot. If in this case, students still hold the wrong idea of "studying at university is not for labor", it is inevitable Will hinder the future development of students. Therefore, in order to reverse students' erroneous thinking, colleges and universities should attach importance to the construction of campus labor culture, infuse the idea of labor glory into campus culture, and at the same time integrate labor and education organically, and teach students the spirit of labor and labor in classroom teaching. Knowledge enables students to attach importance to labor in thought and participate in labor in action.

(2) Offering labor education curriculum system
In the new era, if colleges and universities want labor education to be implemented, they must set up a curriculum system that includes labor education and...
make labor education a compulsory course. In specific implementation, colleges and universities can divide labor education into two parts: theory and practice, and arrange courses according to the standards of required courses to ensure that labor education can run through the entire process of college talent education [2]. At the same time, in the design of course content, theoretical courses should be designed on the basis of Marxist labor education concept, labor spirit, etc. It can either set up a separate course or set up a module in existing courses. Colleges and universities can be based on actual conditions. Choose your own situation. The practical courses should be designed on the basis of daily life and majors learned, and strive to achieve comprehensive coverage of production, life, and services in content, so as to create more practical opportunities for students and enable students to experience the value of labor firsthand.

(3) Constructing a multi-party collaborative implementation mechanism
In the new era, colleges and universities want to better carry out labor education, and their own strength is far from enough. Therefore, when colleges and universities develop labor education, they should unite enterprises, society and other forces to develop labor training for students. This will enhance the effectiveness of labor education. In specific implementation, labor education in colleges and universities needs to establish a multi-party collaborative labor education mechanism of society, enterprises and schools, so that labor education and student internships, entrepreneurship and other practical activities can be organically combined. That is to say, colleges and universities can set up docking in the school. The studios of enterprises and society provide opportunities and platforms for students to participate in labor through enterprises and social forces, so that students can truly participate in labor [3]. At the same time, colleges and universities should also cooperate with primary and secondary schools to establish a collaborative implementation mechanism, because although the content of labor education at different stages of education is different, its essence and connotation are the same, so colleges and universities should cooperate with primary and secondary schools when carrying out labor education. Establish a coordinated implementation mechanism and work together to promote the development of labor education.

(4) Carriers of Innovative Labor Education Implementation
In the new era, the development of labor education in colleges and universities should not be limited to the classroom, but should also focus on the second classroom and continue to innovate the carrier of labor education. In the specific implementation, colleges and universities can establish a diversified labor quality education system to cultivate students' labor quality in an all-round way [4]. First of all, colleges and universities can start from the campus and carry out work-study programs, campus management, volunteer services and other labor education projects, making labor a part of student life. Secondly, colleges and universities can start with skill competitions and encourage students to participate in various school-level, municipal, provincial, and national-level skill competitions to cultivate students' labor quality. Finally, colleges and universities can carry out labor education weeks, such as "a week of workplace experience", "workers on campus", etc., so that students can participate in labor education immersively, so as to achieve the goal of labor quality training.

(5) Improve the labor education evaluation mechanism
In the new era, in order to further promote the development of labor education in colleges and universities, improving the evaluation mechanism of labor education is also a link that cannot be ignored. In the specific implementation, colleges and universities need to improve the methods of evaluating students' labor quality and improve the standards for evaluating students' labor quality, so that labor quality has become an important part of the comprehensive evaluation system of students. At this time, the main body should be diversified. It must have the evaluation of teachers related to labor education, as well as the evaluation of students themselves and other students, so as to ensure the integrity of the evaluation. The second is to improve the evaluation standards. When evaluating the labor quality of students, the results should not be used as the only evaluation criteria, but the students’ labor spirit, labor ability, ideological concepts and other aspects should be used as the evaluation criteria, in accordance with the goals of labor education. Evaluate students to ensure that the evaluation of labor education is more comprehensive and specific [4].

(6) Strengthen the training of labor education teachers
In the new era, if colleges and universities want to cultivate talents that meet the requirements of the times for the society, they must strengthen the training of teachers, so as to ensure that the development of college education and the development of the times are synchronized, so as to train students with teaching concepts and teaching requirements that meet the requirements of the times. In the specific implementation, colleges and universities must first introduce talents with rich practical experience from related industries, let these talents train teachers, and guide teachers to carry out labor education. At the same time, colleges and universities must set up labor education studios, labor teacher positions, etc. Make labor education an important content in college education, in order to
better carry out labor education[5]. Secondly, colleges and universities can also hire senior employees from related companies to teach in the school, let them lead students to carry out labor classes, and tell students about their work experience. This will not only strengthen students’ labor skills, but also allow students to feel the atmosphere of corporate work immersively, thereby laying the foundation for students to enter the society and get to work.

3. CONCLUDING REMARKS
All in all, after entering the new era, the society’s demand for talents has undergone great changes. In addition, there are more and more college graduates every year. Students want to stand out from many college graduates and become favored by enterprises. The target must have excellent strength. Labor education is an important means of cultivating students’ own strength, so colleges and universities should pay attention to it, and clearly recognize its importance and urgency in the entire college education, and adopt a variety of methods to improve the level of labor education. Various efforts are made to optimize the labor education classroom, so that students can harvest the nutrients they need for growth through labor education, so as to achieve better growth.

REFERENCES
Analysis on the Influence Path of Learning Effect of Online Courses

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Abstract: With the rapid development of “Internet+ education”, the evaluation results of online learning become the key indicators to measure the quality of higher education. Learning effect is affected by multiple factors such as learning content, learning engagement and learning process. Studying the influence path, direction and interaction between various factors is of great practical significance to improve the learning quality of online courses. Firstly, we sort out the relevant indicators of learning effect of students who participating in online open courses. On this basis, a questionnaire including 6 primary indicators and 16 secondary indicators is designed. The structural equation model is used to analyze the influence path of the learning effect of open online courses, which can provide scientific data support for teachers to timely grasp the state of students and optimize teaching content and teaching process.

Keywords: Online course; learning effect; structural equation model; influence path

1 INTRODUCTION

Under the background of "Internet + education", it is of great significance to explore how to learn and the result of learning for students. Different from traditional classroom, online open courses rely more on the auxiliary role of information technology and have higher requirements for students' learning autonomy (Alley et al, 2001). The educational idea of "student-centered" is contained in all aspects of teaching and educating. Studying the whole process of online courses and forming a feedback mechanism in time are of great significance to improve the quality of courses (Nicol et al, 2006). This paper designs a questionnaire to obtain the first-hand data of students' online learning, and deeply explores the complete path affecting the learning effect of online open courses through scientific and effective methods, which is an effective supplement to the current evaluation system based solely on examination.

We design a questionnaire including 6 primary indicators and 16 secondary indicators from the three dimensions of learning engagement, learning process and learning effect, uses structural equation model to analyze the impact path of online open course learning effect, and realizes multi-angle and multi-directional research and problem discovery, in order to provide help and thinking for improving the learning quality of online courses.

The second part introduces the scale design and model construction, the third part is the empirical results and in-depth analysis, the last part is the conclusion.

2 SCALE DESIGN AND MODEL CONSTRUCTION

2.1 Scale design for variable

There are lots of researches on the evaluation indicators selected with reference to the online curriculum evaluation. Jin (2020) designed a questionnaire for the selection of three-level evaluation indicators. Cheng (2018) selected evaluation indicators from three stages before, during and after class, and combined teacher evaluation with student self-evaluation to design questionnaire. We constructed index from the three dimensions including learning engagement, learning process and learning effect. In the design of learning process and learning content, we refer to (Li, 2011) which constructs the index system of classroom teaching effect evaluation from teaching behavior and learning behavior. For the design of learning engagement, we refer to (Ma et al, 2017) which research online course based on learning engagement. For the selection of learning effect indicators, we refer to Liu (Liu, 2018) which put forward the concept of result-oriented education. In addition, we also refer to the idea of "people-oriented" in learning evaluation proposed by (Wang, 2019). Finally, the online open course quality evaluation index includes five primary indicators, 16 secondary indicators. See Table 1 for specific indicators. Where A represents learning engagement, B learning content, C learning process, D learning effect, E course satisfaction and F personal factors.

Table 1: Online course quality evaluation index

<table>
<thead>
<tr>
<th>First-level indexes</th>
<th>Secondary-level index</th>
<th>Indicator sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>preview in class</td>
<td>+</td>
</tr>
<tr>
<td></td>
<td>class studying</td>
<td>+</td>
</tr>
<tr>
<td></td>
<td>assignments after class</td>
<td>+</td>
</tr>
<tr>
<td></td>
<td>expansion after class</td>
<td>+</td>
</tr>
<tr>
<td>B</td>
<td>teaching clarity, key and difficult points</td>
<td>+</td>
</tr>
<tr>
<td></td>
<td>teaching materials</td>
<td>+</td>
</tr>
</tbody>
</table>
The questionnaire was a 10 level scale. A total of 210 online questionnaires were received. Excluding 10 questionnaires with too short response time or completely consistent response content, there are 200 valid questionnaires, and the recovery rate is 95.24%.

2.2 Reliability and validity test
Reliability represents the consistency or stability of the scale. We used spss21 to test the reliability of 200 questionnaire data. The Clonbach coefficient of the six research variables is between 0.7 and 0.9, and the overall Clonbach coefficient of the questionnaire is 0.96, more than 0.6. Therefore, this questionnaire is credible.

Validity refers to the degree of psychological or behavioral traits (designed by users) that can be measured by the test. The KMO value of the 16 indicators for the quality evaluation of online open courses is 0.959, and the p value of Bartlett sphere test is less than 0.05, indicating that the correlation of the questionnaire variables is significant, the validity of questionnaire construction is good, and factor analysis can be carried out.

2.3 Structural equation model of online open course learning effect
Structural Equation Modeling (SEM) is a composite statistical method. It is an combination of factor analysis and multiple regression analysis. SEM mainly used to deal with the relationship between multiple causes and multiple results, as well as problems with latent variables. The structural equation model includes two main variables: Latent Variable and Manifest Variable.

We incorporated various characteristics of online courses into SEM to analyze whether these influencing factors have a significant effect on online learning.

Based on the above discussion, we propose the following hypothesis:
H1: Learning engagement has a positive impact on the learning process.
H2: Learning process has a positive impact on learning effect
H3: Learning content has a positive impact on learning engagement
H4: Learning content has a positive impact on the learning process
H5: Personal factors have a positive impact on learning engagement
H6: Personal factors have a positive impact on the learning process

According to the proposed research hypothesis, draw the influence path among the factors for online open courses, as shown in Figure 1:
3.2.2 Model fitting test

We selected following common fitting coefficients such as RMSEA(Root mean square of estimate error), GFI(Goodness of fit index), AGFI(Adjust goodness of fit index ), CFI(Comparative fit index) and TLI(Tucker-Lewis index) to test. The results are shown in Table 2.

Table 2 Total fitting coefficients

<table>
<thead>
<tr>
<th>RMSEA</th>
<th>GFI</th>
<th>AGFI</th>
<th>CFI</th>
<th>TLI</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.129</td>
<td>0.829</td>
<td>0.848</td>
<td>0.894</td>
<td>0.729</td>
</tr>
</tbody>
</table>

It can be seen from Table 2 that the RMSEA is 0.129 greater than 0.1, the adaptation effect is poor, the TLI is 0.729 less than 0.8, the adaptation effect is poor, the GFI is 0.829 greater than 0.8, the AGFI is 0.848 greater than 0.8, the adaptation effect is good, and the CFI is 0.894 greater than 0.8. Overall, the model fitting is not ideal, and the path of the learning effect of online open courses still needs to be improved.

3.2.3 Test of path coefficient and load coefficient

After fitting the initial model of online open course learning effect impact path, there are still six impact paths to be tested. The test results are shown in Table 3. Generally, it is significant if the p value is less than 0.05. It can be seen from Table 3 that, the p value of the path learning content $\rightarrow$ learning process is greater than 0.05 and the C.R is less than 1.95, the other paths are significant.

<table>
<thead>
<tr>
<th>Path</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>S.E</th>
<th>C.R</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning content $\rightarrow$ learning engagement</td>
<td>0.909</td>
<td>0.916</td>
<td>0.104</td>
<td>8.724</td>
<td>***</td>
</tr>
<tr>
<td>Personal factors $\rightarrow$ learning engagement</td>
<td>0.189</td>
<td>0.2</td>
<td>0.068</td>
<td>2.793</td>
<td>***</td>
</tr>
<tr>
<td>Learning engagement $\rightarrow$ learning process</td>
<td>0.297</td>
<td>0.349</td>
<td>0.239</td>
<td>2.239</td>
<td>***</td>
</tr>
<tr>
<td>Learning content $\rightarrow$ learning process</td>
<td>0.422</td>
<td>0.502</td>
<td>0.248</td>
<td>1.703</td>
<td>0.089</td>
</tr>
<tr>
<td>Personal factors $\rightarrow$ learning process</td>
<td>0.413</td>
<td>0.516</td>
<td>0.063</td>
<td>6.545</td>
<td>***</td>
</tr>
<tr>
<td>Learning process $\rightarrow$ learning effect</td>
<td>0.957</td>
<td>0.978</td>
<td>0.073</td>
<td>13.146</td>
<td>***</td>
</tr>
</tbody>
</table>

***<0.001

3.2.4 Mediating effect test

According to the multiple mediating effects test proposed by Fang(2014), we adopt the nonparametric percentage bootstrap test with deviation correction, and calculates the 95% confidence interval(CI) after repeated sampling for 2000 times. Where B1
represents path learning content → learning engagement → learning process → learning effect; B2 represents path learning content → learning process → learning effect; F1 represents path personal factors → learning engagement → learning process → learning effect; F2 represents path personal factors → learning process → learning effect.

The CI of paths B1, F1 and F2 do not include 0, the CI of B2 includes 0, and the CI corresponding to the mediation effect does not include 0, indicating that the total mediation effect is significant. Therefore, the mediating effect of path B2 is not significant.

3.2.5 Modification for structure model of online open course

Wu (2003) proposed that the path which does not reach a significant level could be deleted. The path "learning content → learning process" didn’t pass the coefficient test and the intermediary effect test, so we deleted it. The new fitting diagram of the structure model of the revised online open course is shown in Figure 3.

In the new model the RMSEA is 0.092, and the TLI is 0.827, which are well fitted. The values of the other fitting coefficients have also increased, and the goodness fit of structural model has been further improved.

3.2.6 Hypothesis test

The test results of the five path coefficients of the modified structural equation model of online course for learning effect are shown in Table 4. The P values corresponding to the coefficients of the variables are significant at 5%.

<table>
<thead>
<tr>
<th>Path</th>
<th>Standardization coefficient</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning content → learning engagement</td>
<td>0.947</td>
<td>0.104</td>
<td>8.896</td>
<td>***</td>
</tr>
<tr>
<td>Personal factors → learning engagement</td>
<td>0.179</td>
<td>0.065</td>
<td>2.576</td>
<td>0.01</td>
</tr>
<tr>
<td>Learning engagement → learning process</td>
<td>0.837</td>
<td>0.073</td>
<td>9.862</td>
<td>***</td>
</tr>
<tr>
<td>Personal factors → learning process</td>
<td>0.445</td>
<td>0.057</td>
<td>6.253</td>
<td>***</td>
</tr>
<tr>
<td>Learning process → learning effect</td>
<td>0.976</td>
<td>0.073</td>
<td>13.158</td>
<td>***</td>
</tr>
</tbody>
</table>

The results of hypothesis test show that only H4 failed the test, the other five hypotheses passed the test.

3.3 Analysis on the influence path of online open course learning effect

It can be concluded that there are three complete paths affecting the learning effect of online open courses in this paper: learning content → learning engagement → learning process → learning effect.
The positive significant influence coefficient of learning content on learning engagement is 0.95; The positive influence coefficient of learning engagement on learning process is 0.84, the positive influence coefficient of personal factors on learning engagement is 0.18, and the positive influence coefficient of learning engagement on learning process is 0.84. The positive impact coefficient of learning process on learning results is 0.98. We could see that learning engagement plays an important intermediary role in learning content and learning process, and learning engagement is an important way to bring learning content into the learning process. Learning process plays an important intermediary role between learning input and learning effect. Learning process is an important way to transform learning input into learning effect. To sum up, the most important path affecting the learning effect of online open courses in this study is "learning content -- > learning engagement -- > learning process - > learning effect". Learning content has a significant positive impact on learning engagement. The degree of learning engagement has a positive significant effect on the learning process. The learning process has a significant + effect on the learning effect, and its standardization coefficient is 0.976. Among them, the learning process is the intermediary variable between learning engagement and learning effect, which shows that students pay attention to the learning process, teachers also pay attention to the teaching process, and learning engagement can achieve good learning effect. Therefore, teachers and students pay attention to the learning process is the key to improve the learning effect.

4. CONCLUSION
In this study, the first-hand data of students' online open course learning are obtained by designing a questionnaire. The questions in the questionnaire are investigated in the form of a 1 level scale on the investigators' learning engagement, learning content, learning process, learning effect, course satisfaction and students' personal factors. The research shows that when the full score is 10, the average score of the six indicators is 6-7. Among them, personal factors, that is, students' interest and talent for themselves, are the internal driving force for students to choose online open courses. Then, the structural equation model is used to analyze the influence path between various factors, and it is concluded that "learning content -- > learning engagement -- > learning process - > learning effect" is an important path affecting the learning effect of online open courses, and learning engagement plays an important intermediary role in learning content and learning process. Learning process plays an important intermediary role between learning investment and learning effect. Learning process is an important way to transform learning investment into learning effect. We should pay attention to the improvement of learning investment and the concentration and participation of learning process, so as to improve learning effect.

REFERENCE
Research on the Training Mode of Application-Oriented Compound Talents in College English Teaching

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Abstract: Under the background of internationalization, vocational English is particularly important as a language tool in the economic activities of China and other countries in the world, and the demands for talents with expertise and specialized English language skills in the market has increased sharply. The training mode of application-oriented compound talents in college English course has received increasing attention. This paper discusses the problems existing in college English teaching mode in most colleges and universities and then puts forward some strategies on the training mode, aiming to pave way for the cultivation of an increasing number of high-quality compound talents and enhance their core competitiveness in the international market.

Keywords: Teaching Mode; Application-Oriented Compound Talents; College English

INTRODUCTION
The role of college English teaching is becoming increasingly indispensable, as the development of economic globalization as well as the establishment of Chinese position as the "world factory". Reforming knowledge-centered teaching mode into experience-centered learning mode would produce more application-oriented compound talents. Nevertheless, the existing circumstances of college English teaching and learning in this regard is unsatisfactory. On the one hand, some applied undergraduate universities only focus on specialized subject theory learning, which leads to marginalization of college English course. On the other hand, most students find that what they learn in college English course useless. They are lacking in the enthusiasm and motivation to learn English, making English teaching and learning in applied undergraduate universities difficult. Based on the problems above, it is imperative to reform the college English teaching and training mode.

1. PROBLEMS EXISTING IN VOCATIONAL ENGLISH TRAINING
With the increasing demands of the international market, many domestic universities have opened Vocational English courses for a specific purpose. Although some achievements have been made, the overall effect is still unsatisfactory. The current training mode is relatively single, the curriculum arrangement is hard to meet the demands, and there is no unified definition of the Vocational English talent training specifications, leading to the overall training pattern lacks systematization and professionalism. Generally speaking, there are still several problems in the cultivation of application-oriented compound talents:

Problems with the training mode
At present, most colleges and universities are still using the traditional teaching mode, which is confined to classroom teaching, and has been unable to meet the current market demand. The application-oriented compound talents should not only have an overall knowledge of the product industry, but also the international business trade procedures. However, the current training mode is lack of pertinence, which leads to the lack of practical application ability and adaptability after entering the job.

The problem of the teaching content
At present, the textbooks for college English used by most universities are more suitable for improving students' basic English language skills, but not for vocational English application. In addition, the content in the textbook is not highly matched with the requirement of professional skills. Limited by the teaching content, it is difficult for teachers to carry out innovative teaching activities, and the students also lack enthusiasm. Such a vicious circle makes it difficult to improve students' practical skills, and even harder to export high-quality compound talents for universities.

Problems of evaluation methods
What the trade market needs is comprehensive compound talents with strong adaptability and strain capacity. They need to have certain attainments in English and expertise so as to play a key exchange and negotiation role in foreign trade activities. Therefore, the evaluation method should be carried out from many aspects. Currently, the evaluation mode of college English in many universities is relatively monotonous, mainly on sentences and paragraphs. The evaluation system is lacking in assessment and evaluation indicators for professional ability.

Problems with curriculum scheduling
College English at present is deeply influenced by the traditional teaching mode which lacks professional characteristics. In the current curriculum arrangement, most colleges and universities focus more on the teaching of theoretical knowledge such as vocabulary and grammar, and the English in vocational skills are relatively insufficient, and even there are few courses specializing in teaching business knowledge and professional field knowledge. As a result, the actual application ability of students after entering the practical work position is insufficient. Problems with the quality of talents The role of vocational English, a communication bridge in foreign trade in the international market, is obvious. At present, there are many talents in a specialized field. However, there are very few high-quality compound talents with integrated knowledge, business process and English application ability. There is still a large demand in compound talents in foreign trade.

2. PRINCIPLES FOR TRAINING OF THE COMPOUND TALENTS IN COLLEGE ENGLISH

To set the goal of improving the vocational ability, the training of application-oriented compound talents training should focus on internationalization, with the goal of improving students' compound capability which involves in strong business practice ability and cross-language communication ability. Therefore, in the college English teaching process, teachers should set a goal of improving students' vocational ability. The teaching methods, curriculum setting and evaluation system all have to be adjusted to serve the cultivation of students' vocational ability. To meet the market-oriented demands Colleges and universities of various kinds should always pay close attention to the international trends and the update and changes of national laws and regulations. Only by following up with the trend of the times and Guided by market demand, can they cultivate high-quality talents with solid practical operation ability to meet the requirements of foreign trade.

To strengthen the vocational English skills Vocational English is different from daily language and literary works. Its greatest value lies in the guarantee to ensure the smooth development of business activities. Therefore, application-oriented compound talents must strengthen their vocational English skills, in order to seek benefits and avoid risks for enterprises.

3. STRATEGIES FOR VOCATIONAL ENGLISH TRAINING IN COLLEGE ENGLISH COURSES

As the cradle of application-oriented compound talents, the college English teaching mode is vital, which can be said to be the guiding ideology and benchmark of the whole training system. A good teaching and learning mode can not only fully mobilize the enthusiasm of teachers for teaching, but also improve the participation and enthusiasm of learning. Therefore, in view of the problems at present in the training process of vocational English in colleges and universities, here are some strategies in the hope of providing some suggestions for Vocational English training in colleges and universities.

Mixed learning mode Nowadays, diversified information media provides students with more resources, as well as the temptation and distraction. Teachers can’t continue to adopt boring traditional teaching method. Thus the cultivation of vocational ability is more difficult to achieve. Therefore, colleges English courses can increase online classroom, open up micro-video online learning platform and other online learning means, driven by the tasks, so that students can make full use of online and offline learning resources to consolidate their own knowledge system.

Reconstitution of the teaching content

- Under the guidance of practical and professional of the teaching concept, the teaching content can be boldly reconstruct according to the students' own needs in their job market. Therefore, the orientation of the college English teaching should select the relevant teaching content according to the characteristics of vocational education, and make the content in the teaching process integrated and optimized according to the constructive teaching doctrine and linguistics theory. The choice of content should emphasize practicality, pertinence and maneuverability.

Improvement of the evaluation mechanism

The evaluation mode of talents which should be different from the traditional written examination evaluation system involves "knowledge + English integrated skills + practical training + business research + social evaluation". This evaluation system that abandons the principle of “score comes first” adopts diversified evaluation methods to cultivate students' comprehensive application ability. Additionally, it brings practical training into the evaluation system. Colleges and universities can strengthen school-enterprise cooperation, and add practical training results as additional points into the evaluation system. Thirdly, students are required to conduct business research to compare and analyze the Chinese and western business model which will pave way for their accumulation of original knowledge background. Finally, students are encouraged to participate in the practical work environment so that their working ability and social service awareness will both be improved.

Distinct training objectives

In the training process of application-oriented compound talents, teachers must clarify the training objectives and be guided by the actual employment needs. In terms of relevant background knowledge, students are required to know the features and the making process of the product. As to the English
skills, students ought to master the specific terms involved, critical thinking, cross-cultural communication skills. As for business knowledge, theoretical knowledge of international business introduction, international trade law etc. are supposed to be fundamental.

Scenario simulation
Adopting "Preview –classroom Training—Scenario simulation" form to fully cultivate students’ professional knowledge, English skills, international trade knowledge, and a comprehensive use of the three aspects as a whole. Let students come into contact with real business agreement, business letters and other materials for scenario training. Students will benefit a lot via the actual practical cases.

4.CONCLUSION
At present, application-oriented compound talents with both expertise and professional English skills are in urgent need. It is vocational English depending on which the domestic enterprises are able to communication and negotiation in international trade that pays. So in order to meet the market demands, the training mode of college English courses focused on “vocational-oriented” would cultivate an increasing number of application-oriented compound talents.

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Is the WTO's Self-selection’ Principle for Designating Developing Countries Fair and Practical?

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Abstract: In WTO, identifying developing countries is always the most difficult and important issue, because there is no agreement or constitution to define the term of developing country in the current world trade system, and developing countries exist as a majority in transnational trade. Moreover, this is the drawback of defining the developing country, because there is no legal document that can be cased on so that there is no fair and transparent standard to identify the developing countries.

Keyword: WTO, economic, designating developing, self-election

THE HISTORICAL BACKGROUND AND DRAWBACK OF ‘SELF-ELECTION.’
The 'self-election' regulation is the current method that WTO takes in defining the developing countries. Traditionally, the GATT was regarded as the club for the wealthy nations because developing countries did not have vital status in international trades. However, after the 1950s, more and more developing countries joined the GATT/WTO, even became the majority, so the developing countries played a more critical role in the world trades. Hence, these countries ask for more interests and higher status. For attracting more developing countries take part in WTO, GATT/WTO came out SDT, which is the special treatment for the developing countries and gave them some preferential policy. For example, to form up for creating countries' impediments, sort (ii) SDT arrangements, which 'safeguard the interface of creating nation members' in type (iv) SDT specialized help are essential. Helping member of WTO builds up their trade regulation systems and train professionals.[1] Meanwhile, the dispute settlement body (DSB) has a strict and sensitive attitude to judge developing countries status and SDT to avoid the abuse of the developing economies status. For instance, in the US steel safeguard case, China claimed to be a developing country, it should have obtained a list of special needs from the US under Article 9.1, the Safeguards Agreement. Nevertheless, the arbitrator or the arbitration asked China to take more responsibility to prove that it fulfills the special treatment conditions.

However, the strict standard of SDT can still not make up for the drawback of 'self-election' for both practice and fairness. Firstly, it is too simple to use a single SDT to remedy 'self-election'. The developing countries are not a simple group, and they have many different aspects. Some countries' economy promotes dramatically, like Equatorial Guinea, as a developing country. The per capita GDP stayed below $1,000 in 1989 but rose to $50,200 in 2005, making it one of the wealthiest countries. Also, South Korea is a developing country, but the GDP per capita reached almost USD 20,000 in Doha Development Agenda negotiations in its agriculture aspect. Obviously, South Korea has become a wealthy economy in the short term.[2] Moreover, we can think about some other developing countries might have unstable economic growth. Some countries have negative growth like Zimbabwe and Maldives, and some countries like India and China are big, which means they may have enough source. However, they still have weak per capita GDP. Also, the developing countries do not have the same social and political situation, the democracy in some developing countries is fragile even their economy may rise up. In this situation, identifying developing economies with affirmative standard, some countries may come and out of the developing economies' camp casually. As mentioned above, the currently developing countries have different changes even every year, but the SDT is more like a long-termed principle. However, it can make different restrictions apply to different countries, as the above paragraph said. However, the vast difference between developing economies' camp is that SDT cannot wholly consider the changes every year. Therefore, it is hard to practice in a real situation. [3]

Secondly, the non-discrimination principle is the foundation of MFN treatment. This means that all benefits and insusceptibilities presently and within the future allowed by one contracting party to any third party are allowed to the other contracting party. The basic necessity is that one contracting party might appreciate the other contracting party treatment no less significant than that delighted in or likely to be delighted in by any third party. This is an obvious definition without any ambiguity. Other methods advantages and promotion for the shortcoming of 'self-election.' As the essay mentioned above, 'self-election' has the
drawbacks, which leads to unfair and unpractical issues. We have to admit that this is the current method of identifying the developing economies in WTO. Meanwhile, there are different ways of identifying developing economies, they have advantages and can make up the drawbacks of 'self-election', they should be combined to use.[4] Listing is the way to use without the exact term of 'developing country'. It ensures the developing status for a country if the one was listed, this certainty also gives the SDT granters flexibility.[5] Therefore, they can rule out some competitive developing countries in some exact aspects. For example, the least developed countries (LDC) list was checked that exceptionally three year by the Committee for Advancement Arrangement (CDP) drawn by the UN. In 2006, they suggested that Samoa graduate and add Papua New Guinea to the list. Because the current criteria for the UN LDCs are: moo wage, frail human resources, and tall financial helplessness, they are focus on the fragile of economy, compiled economic vulnerability index, and using this method in the WTO Agreement on Subsidies and Countervailing Measures (SCM). Following para. 2(a) of Article 27, the Prohibition of export subsidies shall not apply to the LDCs and 20 developing countries listed in Annex VII. For these 20 countries, as long as the Gross National Product is less than $1,000, they have the same rights as the LDCs, once they hit $1,000 gross national product, they will be treated like any other developing country.[6] In this way, the listing can somehow make up the 'self-election' because SDT granters can choose the assistant's unique aspects but not all the developing countries from 'self-election'. But no break to the MFN treatment and 'self-election' principle. [7]

CONCLUSION

Developing economies have played a more critical role in world trades, and they are the majority of all economies in the world. Therefore, how to define this group is the key in WTO/GATT, because this decides the SDT granters' assistance to the developing countries. The current method is 'self-election', but in this complicated group, each country's level is so different. So it is hard to make an SDT standard for all developing countries because that will leads to the unfairness, especially for the countries which need assistance indeed, their resource may be occupied by the wealthy developing countries or some in big size with a big voice. [8] Further, even SDT and 'self-election' for every developing country are different to focus on one's situation. It is easy to break the non-discrimination principle of MFN treatment, the unfairness for relatively wealthy developing countries is also misleading. However, This article holds the method of listing which is used as well can make up the drawbacks of 'self-election', because without the exact definition of developing countries, the developing can be listed and with the feedback of CDP, the strict bottle line was set to avoid some immense developing countries abuse power, and help the countries which need assistance, it gives much flexibility, to make 'self-election' practice well and fairer.

Table of legislation


The General Agreement on Tariffs and Trade 1947
The General Agreement on Tariffs and Trade 1994

ACKNOWLEDGEMENT


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Study on Identification Methods of Jujube Diseases

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Abstract: Jujube is a natural vitamin fruit with high nutritional and medicinal value. However, jujube diseases are diverse, widely distributed and harmful, which are important causes for low yield and poor fruit quality. This paper makes a generalized research on the methods of jujube disease identification, including the prediction model of jujube disease and pest in greenhouses, the detection of jujube disease based on machine vision and the detection method of defective jujube, aiming to design an automatic detection and identification system of jujube disease based on image processing technology to provide an effective technical support for jujube disease control, so as to improve the yield and quality of jujube.

Keywords: Identification of diseases and insect pests of jujube; Jujube disease detection; Jujube defect detection

INTRODUCTION

Red jujube is a very nutritious fruit. It contains 8 kinds of essential amino acids and proteins, fat, sugar, organic acids and phosphorus, calcium, iron and vitamin B, C, P and other substances. Since the reform and opening up, Xinzheng municipal government has paid special attention to the development of jujube industry. At present, there are more than 30 kinds of jujube trees in Xinzheng with an annual output of 30 million kilograms of jujube. Xinzheng is named by the State Forestry Administration as “the hometown of Chinese jujube” and is supported by the Ministry of Finance as “the jujube protection base”. However, jujube diseases have many kinds, wide distribution and heavy damage, which are important reasons for low yield and poor quality. Currently, the main serious diseases include date madness, fruit shrinkage, soft rot, brown spot, date rust and anthracnose [1-2].

Due to the complex diversity and irregularity of jujube disease leaf images, it makes the research of jujube disease detection methods based on image processing extremely important.

In the intelligent recognition system of diseases, feature extraction and feature fusion of images is one of the most important steps, and the merit of extracted features directly affects the final recognition accuracy. With the continuous development of computer hardware and software, computer vision and pattern recognition technologies, many technologies based on disease leaf image recognition and methods for crop fruit disease detection and identification have emerged.

1 DISEASE AND INSECT PEST FORECASTING MODEL OF GREENHOUSE WINTER JUJUBE BASED ON MODIFIED DEEP BELIEF NETWORK

Deep learning can automatically learn effective classification features from complex images and large amounts of unlabeled complex data, with strong data classification recognition and data prediction capabilities, and has been successfully applied in learning many complex and intrinsically features [3]. In particular, high recognition rates have been achieved in plant species identification and plant disease detection. Deep belief network (DBN) is a widely used deep learning model [4], and it has been successfully applied to many practical problems such as identity recognition, traffic prediction, user complaint prediction, and online video hotness prediction. Although DBN can fine-tune the weights in the model by supervised learning methods, DBN is essentially an unsupervised learning network because DBN does not utilize the prior information of sample categories and the learned features are not relevant to the specific prediction task, so the obtained prediction rate is not high. The prediction of crop pest and disease is complex, so it is worth to be studied on the use of deep learning and environmental information related to the occurrence of crop pests and diseases to predict them. Therefore, a model based on modified deep belief network for predicting pests and diseases of jujube in greenhouses is proposed [5]. The model makes full use of the a priori information of crop pests and diseases, and can predict pest and disease occurrence from the complex environmental information of jujube growth, in order to provide technical guidance for effective pest and disease control.

In order to predict pests and diseases, the model needs to be trained by providing a data set of learned samples with labels. The new input pest information data can be used to predict the probability of pest occurrence only after the classifier has learned to have classification capability. Pest prediction experiments were conducted from 2014 to 2017 on two kind of pests
and three diseases of jujube and compared with three existing crop pest prediction methods: strong fuzzy support vector machine (SFSVM)-based, improved neural network (INN), and back propagation neural network (BPNN)). The DBN structure in the deep learning toolbox was used to construct the MDBN. The prediction accuracy of the modified DBN-based date pest prediction model was greatly improved over other prediction modes mainly because the training data set contained more growth environment information data related to pest and disease occurrence, and therefore the prediction model had a higher correct rate when processing the test set data.

2 DETECTION OF WINTER JUJUBE DISEASES BASED ON MACHINE VISION

Machine vision has been widely studied and applied because of its non-destructive, fast, low-cost advantages in the quality of agricultural products grading, inspection, farmland pest and weed control, agricultural automatic picking system, and crop growth process detection and other fields [6]. Luo Xuening et al. [7] studied the defects of jujube, first extracted the outline of defective parts, then filled to find the percentage of defective detection area, and according to the known quality regulations of red jujube, the defect area more than 5% of the surface area of red jujube is determined as the defective jujube. In the process of disease and crack identification of semi-dry jujube, Li Yunzhi et al. [8] used the proportion of disease area, the mean value and mean square deviation of H component of color eigenvalue and support vector machine for classification, and the recognition accuracy is 95.79%; In the process of crack identification, constant distance was used to distinguish cracked, folded and smooth jujubes and the correct recognition rate reached 94.55%. When using machine vision to study multiple diseases of jujube, the classification threshold and the color component for effective detection of the diseases of jujube need to be further determined. Nine color components were obtained for black spot diseases, and the effective color components were obtained by using one-way ANOVA and Fisher’s LSD (least significant difference) test, and a Bayes linear classification model and classification criteria for jujube diseases were established. The SVM classification model was established for shrinkage diseases using texture feature parameters, and the optimal construction parameters were explored [9]. The detection methods for black spot and shrinkage diseases of jujube are more accurate, with 89.6% correct identification rate for black spot and 99.4% correct identification rate for shrinkage diseases, and they provide a theoretical basis for the detection of diseases of jujube. Significance analysis performed for nine color components of different diseases and Fisher’s LSD test, which not only improved the reliability of detection but also reduced the complexity and classification model, which is important for practical automated grading. This method explored the influence of texture feature parameters on shrinkage disease detection, and the correct recognition rate reached 99.4% when the distance was 1 and the gray level was 32. In this circumstance, not only the recognition accuracy was high but also the computational speed met the requirement. Extracting more color components from winter jujube pixels needs to further verify the effectiveness of other color components. Using hyperspectral to detect the slight damage of winter jujube is the next research direction.

3 Defective jujube detection technology based on multi-scale convolution neural network

Convolutional neural network (CNN) can be well adapted to spatial undistorted images, and its powerful autonomous learning capability can automatically extract and learn feature information images without additional supervised training [10]. To improve the recognition rate of defective jujubes, an AlexNet-based [10] multi-scale convolutional neural network method is proposed to extract multi-scale jujube feature information by using multi-scale convolutional modules; batch normalization is added to the convolutional layer to reduce the change of data distribution during training, improve the generalization ability of the network, and avoid overfitting [11]. The defective red jujube recognition method based on multi-scale convolutional neural network was practiced for yellow-skinned jujubes, moldy jujubes, broken-headed jujubes and normal jujubes. Compared with the LeNet model and VGG16 model, this method can fully learn the feature information in the jujube pictures without overfitting; compared with the AlexNet model, the training time is reduced by 40.13% and the verification accuracy is improved by 2%, which indicates that the multi-scale convolutional module can greatly reduce the parameters in the convolutional operation, accelerate the training of the model, and improve the accuracy of the model. The average recognition rate reached 97.14%, and it also had a high recognition rate for yellow-skinned jujubes.

4 CONCLUSIONS

In this paper, three methods of jujube disease identification are summarized and studied, including the prediction model of jujube disease and pest in greenhouses, the detection of jujube disease based on machine vision and the detection method of defective jujube. The experimental results indicate that the jujube disease identification rate is significantly improved by using those different models and algorithms mentioned above. Based on these studies the design of an automatic detection and identification system for jujube diseases based
on image processing technology will provide effective technical support for jujube disease control and thus improve the yield and quality of jujubes.

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Abstract: Education is not just a matter of school. Without the cooperation of parents is the lack of school education. Based on the development and practice path of home-school co-education curriculum, this paper first introduces the value of home-school co-education curriculum development and practice, then analyzes the problems existing in the development and practice of home-school co-education curriculum, and finally discusses the path of the curriculum development and practice, in order to provide reference for the construction of home-school co-education curriculum.

Keywords: home-school co-education; courses; development and practice

INTRODUCTION

With the development of the times, people pay more attention to education; the depth and breadth of education have been expanded, the ways and means of education are more and more diversified, and people explore the ways of education from the essence of education. Education is not only a unilateral matter of the school, but also needs the cooperation and assistance of parents to take the road of home-school co-education development. On this basis, we should pay attention to the development and practice of home-school co-education curriculum, promote the integration of school and family education, promote the new development and reform of school education, and achieve the educational goal of students' all-round development.

2. THE VALUE OF CURRICULUM DEVELOPMENT AND PRACTICE OF HOME SCHOOL CO-EDUCATION

2.1 HOME-SCHOOL CO-EDUCATION CURRICULUM IS MORE SYSTEMATIC AND EDUCATIONAL

The development and practice of home-school co-education curriculum make the relationship between home and schools, and inside and outside schools closer. Through the practice, the time and space for learning are no longer restricted to schools and books, and the direction and content of learning are more extensive. In such courses, students are more willing to take the initiative to learn, and their learning efficiency is higher. Parents also recognize such course contents. In short, the home-school co-education curriculum is based on the improvement of students' ability, which makes education more systematic and educational, breaks the randomness and disorder of the past curriculum construction, and makes the home-school co-education curriculum play its value.

2.2 IT PROMOTES THE GROWTH OF TEACHERS, STUDENTS AND PARENTS

The development and practice of home-school co-education curriculum enable parents to enter the school, participate in students' learning and life, recognize the importance of family in children's education in classroom teaching and related activities, and re-examine their role in education. At the same time, students can have a new understanding of society, parents, teachers and schools in such courses. The change of learning forms also enables students to deepen their understanding of what they have learned, and their comprehensive ability has been greatly improved. Teachers have played a leading role in curriculum construction. In curriculum practice, teachers' communication ability, cooperation ability and innovation ability have been improved; their teaching concept has also been fundamentally changed, and their own ability and quality have been improved to a certain extent. [1]

2.3 BREAKING THROUGH THE TRADITION HAS PROMOTED THE NEW DEVELOPMENT OF THE SCHOOL

The traditional curriculum is limited to the classroom, and the teaching mode is relatively single, which is difficult to achieve the purpose of teaching. With the development and practice of home-school co-education curriculum, parents are no longer spectators of education, but participate in education, which makes the home-school cooperation have new forms and contents, and the cultural characteristics of the school can be displayed. The education for students is more comprehensive, shows the essence of school education, and promotes the new development of the school.

3. PROBLEMS IN THE DEVELOPMENT AND PRACTICE OF HOME-SCHOOL CO-EDUCATION CURRICULUM

3.1 THERE IS A DISCONNECT BETWEEN HOME
AND SCHOOL EDUCATION
In the development and construction of home-school co-education curriculum, the understanding of parents’ needs is not very sufficient in the specific links, although attention is paid to the importance of the curriculum construction, resulting in the disconnection of home school co-education. At the same time, the curriculum practice is limited within the school, and parents do not understand it and cannot integrate into the development and construction of the curriculum, which makes the curriculum development easy to be hollowing out, and it is difficult to mobilize parents’ participation in practice.

3.2 SOME PARENTS HAVE OUTDATED EDUCATIONAL IDEAS
In the development and construction of home-school co-education curriculum, some parents have outdated educational concepts and think that education is the business of the school. They do not have a clear understanding of the importance of home-school co-education curriculum and cannot actively participate in the development and construction of the curriculum. Moreover, due to the busy work, it is difficult to contribute to the curriculum construction.

3.3 SOME TEACHERS’ CO-EDUCATION CURRICULUM CONSTRUCTION ABILITY IS INSUFFICIENT
The development and construction of home-school co-education curriculum needs teachers’ guidance and parents’ participation. However, in carrying out the curriculum construction, some teachers do not give full play to the responsibilities that teachers should undertake in the curriculum development and construction, resulting in the slow progress of the curriculum development and construction. So the content deviates from the original intention of curriculum development, and the effect of practice is limited.

4. DISCUSSION ON THE DEVELOPMENT AND PRACTICAL PATH OF HOME-SCHOOL CO-EDUCATION CURRICULUM
4.1 OVERALL THINKING ON THE CURRICULUM OF HOME-SCHOOL CO-EDUCATION
Before the development and practice of home-school co-education curriculum, the school should have an overall thinking and planning for the curriculum development and construction, take the three levels of school, grade and class as the starting point of the development and construction, with the joint participation of teachers, parents and academics, and clarify the content of curriculum teaching, to facilitate the smooth implementation of curriculum practice activities. First of all, considering the school’s past, we should carry out curriculum construction in combination with the school spirit, study style and other characteristic contents of the school, grasp the direction and theme of overall development and construction, widely solicit the opinions of teachers, students and parents, make them know the educational value and significance of the curriculum, and mobilize relevant subjects to participate in the practice of the curriculum. Secondly, due to the different psychological development and thinking level of different grades, the characteristics of students’ grades should be taken into account in the development and construction of the curriculum. According to the characteristics and development needs of different grades, the overall content of the curriculum should be clarified and the overall goal of semester education of the curriculum should be established. Thirdly, the specific practice of home-school co-education curriculum depends on the class. Therefore, to do a good job in the curriculum development at the class level, we should formulate a clear curriculum content according to the specific situation and practical needs of students and parents in the class, and pay attention to the impact of the content on the sustainable health of students’ learning and life.

4.2 CONSTRUCTING THE DEVELOPMENT MECHANISM OF HOME-SCHOOL CO-EDUCATION CURRICULUM
The main purpose of the development and practice of home-school co-education curriculum is to promote home and school cooperation, and all-round development of students, to promote school education reform and realize the purpose of school education. Therefore, it is necessary to construct the development mechanism of home-school co-education curriculum. First of all, the school should set up a professional curriculum development team, which is led by the main person in charge of the educational administration department to carry out curriculum development, attract head teachers into the work team, give play to the advantages of close contact between head teachers and parents and the role of students’ guide in learning and life, and understand the information of students’ parents and students’ development needs, thereby gradually clarifying the direction of curriculum construction. Secondly, the school should understand the suggestions of students, teachers and parents on curriculum construction through questionnaire survey, form a development mechanism for home and school to participate in curriculum construction, find the direction of curriculum development, and establish the core idea of curriculum construction dominated by students’ life practice. Thirdly, the development of home-school co-education curriculum should have the school running characteristics, establish a culture-based and life-oriented curriculum development mechanism, always highlight the construction concept of students’ core, and pay attention to the integration of school culture and real life, so as to make the home-school co-education
curriculum possible to practice.

4.3 TO IMPLEMENT THE CONTENT CONSTRUCTION OF HOME-SCHOOL CO-EDUCATION CURRICULUM

Based on the construction of the development route and mechanism of home-school co-education curriculum, the specific content of the curriculum should be constructed. Firstly, the home-school co-education curriculum should be combined with discipline resources to build a life curriculum with discipline characteristics. Teachers should focus on the content of subject knowledge, excavate the life elements in the curriculum, give play to the role of parents, and enable students to use their knowledge to understand the phenomena of life and explore the knowledge principles contained therein. Secondly, the home-school co-education curriculum is inseparable from the integration of life resources, and carries out comprehensive practical courses in life. The comprehensive practice course is mainly to give play to the value of life, make students know themselves in life practice, clarify their advantages, exercise their ability in comprehensive practice and love life more. Thirdly, the home-school co-education curriculum should integrate with the traditional culture and use the advantages of traditional culture to carry out practical activities. For example, we can use the folk culture in traditional festivals to enable students to explore the relevant cultural connotation in their participation, which can not only enrich students’ knowledge, but also enhance students' national self-confidence and pride. [5]

5. CONCLUSION

Home-school co-education curriculum is the basic form of home-school cooperation and the main way to promote the cooperation between school education and family education, which is beneficial to the development of school education and an important direction of school education reform after the implementation of family education Promotion Law. The development of home-school co-education curriculum should follow the needs of the development of the times, be able to meet the needs of students’ development, not limited to the past, reflect the changes of current society and knowledge, build a curriculum content and system with the characteristics of the school, and apply it to educational practice. At the same time, it is necessary to improve the construction of home-school co-education curriculum in educational practice and promote the all-round development of students.

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REFERENCES:
From Nature to Capital: Ecological Thoughts
Study on Economic and Philosophic Manuscripts of 1844

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Abstract: In the increasingly severe global ecological crisis, we should think about how to deal with environmental problems. The rich ecological thoughts contained in Marx's Economic and Philosophic Manuscripts of 1844 provide us with theoretical and practical solutions to the ecological problems that need to be solved urgently.

Keywords: Economic and Philosophic Manuscripts of 1844; Karl Marx; Ecological Thought

1. THE BACKGROUND OF ECONOMIC AND PHILOSOPHIC MANUSCRIPTS OF 1844
In the Economic and Philosophic Manuscripts of 1844 (hereinafter referred to as the Manuscripts), Karl Marx has a realistic basis for the interpretation of ecological thoughts. First, the bourgeoisie grew rapidly in the 19th century. Capitalist industrial production promoted the progress of social productivity and the increase of social material wealth, on the other hand, it caused shocking ecological and environmental problems. Marx inherited and developed Hegel and Feuerbach's ecological thoughts and formed his unique theoretical view. The Industrial Revolution had a dual impact. On the one hand, the progress of science and technology improved the efficiency of resource use and promoted the upgrading of industrial structures. On the other hand, science and technology made the bourgeoisie use resources endlessly, the ecological environment was greatly damaged by the capitalist mode of production.

When Marx wrote the Manuscripts, he saw that the main contradiction in society at that time was the contradiction between capitalists and proletarians. The majority of workers mainly focused on food and clothing. They had no time to think about the results of the deterioration of the environment. Due to the profit-seeking nature of capital, the UK government did not promulgate laws or take specific measures to control pollution. However, Marx had a deep insight into the impact of human practical activities on the ecological environment. He began to think about the essence of man, the definition of nature, and the antagonistic relationship between man and nature and society. Marx attached great importance to political and social practice and brought both nature and man into the field of social history. Therefore, the ecological thought of the Manuscripts has the scientific nature of materialism and the rationality of dialectics from the theoretical source.

2. THE CONNOTATION OF ECOLOGICAL THOUGHT IN THE MANUSCRIPTS
On a natural level, Marx correctly understood the relationship between man and nature. Marx believed that man is not only a natural being but also a social being. ‘Sociality’ is the essential attribute of man. Marx opposed understanding nature without human beings. The nature that Marx expounded was the real nature transformed by human practical activities, not the nature that existed before human beings and had nothing to do with human activities. Nature can provide production and living materials for human survival and development. Human beings are able to get the inspiration of spiritual creation from nature. For example, there are various kinds of tools used by human labor, such as stone artifacts, bows in prehistoric times, sickles in farming times, steam engines in industrial times. All of these raw materials for making tools are collected from nature. There are inherent laws in nature, human beings should maintain respect for nature. Natural laws always restrict human activities. With the continuous expansion of the scope of human life, the natural environment will shrink devastatingly. This requires human beings to develop the economy on the premise of conforming to nature and following the path of sustainable development.

On a practical level, Marx emphasized the concept of “labor”. Labor is the link between man and nature. In a capitalist society, this link has been alienated. The relationship between man and nature has turned against each other. Driven by the profit-seeking nature of capital, people are only interested in money, resulting in class antagonism and social division. The conflict between the bourgeoisie and the proletariat has intensified, aggravating the contradiction between human beings and nature, and ultimately man and nature fall into the crisis. Marx believed that labor is an objective activity for human beings to transform nature. Labor is an objective activity for human beings to correctly give play to their subjective initiative to transform nature. Labor ought to include freedom and human consciousness. However, under capitalist conditions, labor is only a means of making
a living. Alienated labor rules people and destroys the ecological environment. Marx pointed out three meanings of labor alienation. The alienation of labor stripped away the essence of man. Capitalists possess the production of workers' labor and dominate the labor of workers. Capitalists who don't work are the possessors of wealth, while workers who work hard fall into poverty. This change reflected the social contradiction between people. The intensification of the contradiction leads to the contradiction between man and nature. Therefore, the root of ecological problems could only be solved from the relationship of social contradictions. Marx also made an in-depth analysis of this fact and revealed that there was exploitation and fraud among people under capitalist private ownership. Industrial production requires more raw materials, which means more natural resources. From the perspective of the principle of capital's utility, capitalists obtain high returns by reducing costs when they produce. At the same time, capitalists squeeze workers to the greatest extent, they extend workers' working hours and pay the least wages. The working environment of workers was very harsh. The poverty situation of workers has not improved. In order to survive, they had to make concessions to the capitalists and over-exploit the resources. These behaviors go against the laws of nature. [2]

At the social level, Marx believed that only by properly handling the social contradictions between classes can the contradictions between man and nature be alleviated. The shortcomings of capitalist society have emerged, such as the brutal expansion of capital, people's obsession with material enjoyment, capitalists' pursuit of surplus value and profits, periodic economic crises, and waste of resources. Capitalist countries plunder natural resources all over the world. Therefore, it requires us to improve productivity, create rich material wealth, meet all kinds of social needs, and pay attention to human development. Human beings need to improve their understanding of natural and social laws, realize the harmonious coexistence between mankind and nature, and finally realize communism. Marx also saw that social development is an extremely long and difficult process. We should comprehend multiple problems in social development and actively seek solutions to them.

THE TIME VALUE OF ECOLOGICAL THOUGHT IN THE MANUSCRIPTS

Marx's Manuscripts was completed in the mid-19th century. Now nearly 200 years have passed. Mankind has entered the era of the 4th Industrial Revolution. The ecological thoughts in Marx's manuscript still have important practical significance. We should learn the scientific world outlook and methodology and solve the growing global ecological and environmental problems.

Manuscripts expound the dialectical thought of the harmonious unity between man and nature. Human beings need to realize sustainable development. Marx pointed out that man lives by nature, which is the basis of human survival and development. For the survival and development of mankind, it is necessary to coordinate the relationship between man and nature. Mankind must establish the concept of ecological and environmental protection, and form the concept of respecting nature, conforming to nature, and caring for nature. The natural environment plays a fundamental role in human survival and social development. Humans and nature are inseparable. If humans leave nature, humans will lose the basis for their actual existence and development, and they will lose their independence. Therefore, we must deepen our understanding of the laws of nature in the fusion of man and nature.

As the world's population continues to increase, the world's per capita possession of natural resources continues to decline. Natural resources and the ecological environment are public products belonging to all mankind. Therefore, we must firmly establish the concept of resource conservation. Only by saving can we use natural resources for a long time. Since the beginning of the 21st century, the green economy of major countries in the world has developed rapidly, and the theory of carbon neutrality has become a broad consensus. The government should formulate a green economy development plan, support the green economy with industrial preferential policies and tax policies, and create a good economic environment for the sustainable development of enterprises. At the same time, various industries should be encouraged to carry out technological innovation, improve the production efficiency of enterprises, and continuously promote the research and development and promotion of new energy and new materials to form a green and sustainable development model.

Industrial civilization has pitted human interests against the interests of nature, and the depletion of resources and the deterioration of the ecological environment are the result of human development activities that exceed the limits of nature. Ecological and environmental problems have gradually evolved into global problems, and ecological problems have long ceased to be problems that can be solved by one or a few countries. Therefore, it is important to promote global cooperation, provide international cooperation support for sustainable development strategies, strengthen international cooperation in addressing climate change and promote international rules and standards in the process of building ecological civilization and the community of human destiny. Countries around the world should attach importance to cooperation, oppose unilateralism in environmental protection, discuss the problems facing humanity as a whole through friendly consultation, based on the current situation of the ecological environment, and from the perspective of
the fate of all mankind. Each country or individual should clarify its inescapable responsibilities and obligations and make its share of contribution to sustainable development.

4. CONCLUSION

The ecological thought in Marx's Manuscripts has important theoretical significance and practical enlightenment. At present, the effective solutions to global ecological problems and the construction of a beautiful China need to draw nutrition from it. The reality is that we need to pay attention to human development and respect the laws of nature. We need to apply science and technology correctly in production and establish the concept of environmental protection in publicity. We should prioritize the development of a low-carbon economy and develop effective international cooperation.

REFERENCES:
Development Research on Female Scientific and Technological Workers in Colleges and Universities

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Abstract: Female scientific and technological talents are not only an important strategic resource in China's talent structure, but also an important part of college teachers, and play an important role in promoting social development. With the construction of China's innovative country and the implementation of the modernization process, there are a series of problems in the career development process of college female scientific and technological workers. For example, promoting the career development of female scientific and technological workers has become an unshirkable responsibility of the government and colleges and universities. Taking the development of college female scientific and technological workers as the research content, this paper deeply analyzes the current development status of female scientific and technological workers and the important factors affecting their development, and explores a specific and feasible practical path from the aspects of creating a good social environment, building a good development platform and improving humanistic care in colleges and universities.

Keywords: colleges and universities; female scientific and technological workers; practice strategy

INTRODUCTION

Since the reform and opening up, the development of women in China has made great progress, especially the development results of female scientific and technological workers in colleges and universities. Whether in terms of development scale or academic level are extremely significant, for the development of colleges and universities and scientific, technological and cultural undertakings in China. Therefore, it is very important to deeply analyze the development status of college female scientific and technological workers and promote their development.

2. DEVELOPMENT AND CHANGES OF FEMALE SCIENTIFIC AND TECHNOLOGICAL WORKERS IN COLLEGES AND UNIVERSITIES

First, the scale has gradually expanded. According to statistics, in the 1980s, the total number of female scientific and technological workers in China was 1.41 million, accounting for 32% of the total number of scientific and technological workers. By the 1990s, the proportion of female scientific and technological workers had dropped to 29%. After entering the new era, the scale of female scientific and technological workers has been further expanded. In 2016, female teachers accounted for 49% of the total number of college teachers in China, which was gradually equal to that of male teachers, but the scale development of female scientific researchers was still low. The second is the significant improvement of competitiveness. With the implementation of the basic national policy of "equality between men and women" and the effective implementation of the strategy of "rejuvenating the country through science and technology", the competitiveness of female scientific and technological workers in China has been significantly improved. For example, the proportion of women with higher education has increased year by year. Taking a province as an example, the proportion of female scientific and technological workers in China with bachelor's degree is 38%, the proportion of female scientific and technological workers with master's degree is 28%, and the proportion of female scientific and technological workers with doctoral degree is 18%. At the same time, some women have also emerged among China's high-level scientific and technological talents. In some projects such as the "Thousand Talents Plan", "National Scientific and Technological Progress Award" and "Changjiang Scholars", the number of women has gradually expanded. It can be seen that women have a certain voice in these scientific and technological research and decision-making. In addition, the team of female scientific and technological workers is becoming younger and younger. Middle-aged and young people constitute the main body of female scientific research groups in colleges and universities. They have both the spirit of traditional women's hard research and the innovative thinking and values of the new generation, and have shown enough vitality in scientific research.

[1]
and other departments have issued a lot of policies on science and technology development and talent training, which provide a solid institutional guarantee for the development of high-tech talents. Most of these policies are designated by the value orientation of gender neutrality, but lack support for women's science and technology working groups. In addition, in the current field of science and technology in China, the subjects of many scientific and technological talent management systems are mostly men. They often formulate talent measures from their own perspective or according to the development law of men, which makes women's development more unfavorable in the policy environment. For example, women's career development is not affected by their age and allocation of professional resources, so that their career development is often not affected by male. [2] 

3.2 THE SCIENTIFIC RESEARCH ENVIRONMENT SYSTEM NEEDS TO BE IMPROVED

Environment is the main factor affecting people's growth and development. The same is true for the development of female scientific and technological workers in colleges and universities. Only in a good scientific research environment, their personal talents and potential can be brought into full play and reflected, and more high-quality research results can be produced. At present, there are some problems in the scientific research environment of female scientific and technological workers in colleges and universities. [3] First of all, most university leaders do not correctly recognize the important role of female scientific researchers in the development of colleges and universities, and do not understand the actual needs of women. Therefore, they do not give women enough support and help in terms of system, capital and humanistic care. Secondly, most female scientific and technological workers are affected by family burden, social public opinion and other factors, can not devote all their energy to scientific research, and lack a certain dedicated research and lonely scientific research spirit. Even some female scientific and technological workers still have some irresponsible scientific research behaviors and moral behaviors such as plagiarism, which seriously affect their career development. [4] 

4. PRACTICAL STRATEGIES TO PROMOTE THE DEVELOPMENT OF FEMALE SCIENTIFIC AND TECHNOLOGICAL WORKERS IN COLLEGES AND UNIVERSITIES

4.1 TO CREATE A GOOD SOCIAL ENVIRONMENT

The government, universities, society and other subjects should further publicize the basic national policy of gender equality and Marxist outlook on women through various channels and forms, so as to create a good social environment for female scientific and technological workers. First, society should build a positive and advanced gender culture, strive to transform the backward gender culture, resolutely resist the decadent gender culture, create a fair social and cultural environment to the greatest extent, and improve the social status of female scientific and technological workers. [5] Secondly, the great role created by women in promoting social development should be publicized, to establish a female image of self-esteem, self-improvement, self-reliance and self-confidence in the society, change the stigmatization and devaluation of female images in some social groups, film and television dramas, books and newspapers, and strengthen the understanding of all citizens on the protection of women's legitimate rights and interests. In addition, during the current social transformation, people's values have changed greatly, and the pursuit of economic interests has become the goal of most people's struggle, which will greatly affect female scientific and technological workers. Therefore, from a long-term perspective, women should be encouraged to devote themselves to science and dare to challenge the disciplines dominated by male, to realize their self-worth and social value. [6] 

4.2 TO BUILD A GOOD DEVELOPMENT PLATFORM

In order to promote the development of female scientific and technological workers in colleges and universities, we must build a good development platform for them. First of all, women engaged in scientific and technological research in colleges and universities often have passed the best child-bearing age. Therefore, some units and departments are often unwilling to provide corresponding jobs for women. Based on this, the government should introduce corresponding policies and measures to provide preferential treatment for female scientific and technological talents, such as relaxing work restrictions, flexibly mobilizing work, giving financial preference, etc.. It can help form a strong attraction for female scientific and technological workers. Secondly, a good working atmosphere should be created. In the current scientific and technological work group in colleges and universities, the number of female workers is less than male, and their actual working environment is often biased towards male workers. Therefore, colleges and universities should create a loose atmosphere for female workers and enhance women's voice in authoritative departments and academic organizations. For example, colleges can strictly stipulate the proportion of women, unblock their promotion channels, and encourage potential women to further their studies, so that women can show extraordinary talents in their fields. [7] 

4.3 TO IMPROVE HUMANISTIC CARE IN COLLEGES AND UNIVERSITIES

Compared with male scientific and technological workers, women bear more family responsibilities. It
further aggravates the burden of women and affects the burden of female scientific and technological workers to a great extent. Therefore, colleges and universities should improve their humanistic care for female scientific and technological workers and authors. First, college should give them enough help from the system. On the one hand, colleges can formulate relevant systems to provide strong logistical support for women in the critical period of lactation, such as paid leave, flexible work, living allowance, etc., so that they can concentrate on their work; On the other hand, colleges should also provide training channels for female workers who just have a baby, so that they can adapt to work after childbirth as soon as possible. Secondly, colleges should also strengthen the care for female scientific and technological workers, fully understand the practical needs of female scientific and technological workers, meet their reasonable needs from many aspects, appropriately enhance the attention and care for female scientific and technological workers, and effectively guide and manage them. [8]

5. CONCLUSION
To sum up, colleges and universities should accelerate the development of female scientific and technological workers, create a good working environment for them and make them form a contribution.

REFERENCES:
Game Analysis on Employment View and Status of Independent College Students

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Abstract: Independent college students generally have the problem of difficult employment in society. From their own factors, the employment quality is low and employment concept is unreasonable. From the perspective of social factors, low degree of social recognition of academic qualifications and imbalance between supply and demand in the talent market all affects the successful employment of independent college students. This paper mainly combs and analyzes the employment status and existing problems faced by independent college students, and puts forward more reasonable countermeasures according to the existing problems.

Keywords: independent college; college student; employment concept; employment issues

INTRODUCTION
In recent years, influenced by COVID-19, various employment posts in the society have been affected to varying degrees, making the employment pressure increase. Due to their low employment quality and low degree of educational background and social recognition, college students in independent colleges have certain employment problems, which makes it more difficult to obtain employment. By studying the employment concept and current situation of independent college students, this paper analyzes the problems existing in the employment of independent college students, and puts forward the corresponding countermeasures.

3. EMPLOYMENT STATUS OF INDEPENDENT COLLEGE STUDENTS
The choice of employment places for independent college students is mostly in the second and third tier cities close to the source of students, and the number of employment in large cities is less; The overall professional counterpart rate is not high, but it is also more than half; There is a certain gap between employment reality and expectation; Affected by the employment environment in which the demand for social talents is improving in quality and reducing in quantity, the employment difficulty of independent college students has increased to a certain extent in recent years. [2]

4. GAME ANALYSIS

4.1 GAME ANALYSIS BETWEEN INDEPENDENT COLLEGE STUDENTS AND FOREIGN STUDENTS
Assuming that both independent college students and foreign students are rational individuals, they pursue the maximization of their own interests. When both sides take measures to improve their employment competitiveness, the common income will decline due to more fierce competition, which is the "dilemma". [3] The game analysis is as follows.

From the above, it can be seen that reasonable competition between independent college students and foreign students will improve the comprehensive ability of both students and reach the ideal state. In the fierce competition between the two sides, the improvement of comprehensive ability will be ignored, and the employment competitiveness of both sides will be limited. When one party pursues the improvement of professional ability and the other takes into account the improvement of comprehensive ability, the student employment rate cannot be maximized.

4.2 GAME ANALYSIS BETWEEN INDEPENDENT COLLEGE STUDENTS AND EMPLOYERS
The survey found that in recent years, nearly half of the students of independent colleges tend to take the postgraduate entrance examination before employment, which is closely related to their academic qualifications. Most students want to achieve better employment by improving their academic qualifications. [1] Students who tend to be employed also account for a large proportion. A large number of students tend to get relatively stable and well-off jobs such as civil servants and career editors. There are also some students who work in enterprises. For the question of whether the major is appropriate, most students hope to find employment in the same industry. In terms of employment, most students of independent colleges choose to work around the province, which is close to home and low economic pressure.

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Independent college students and employers form a labor supply-demand relationship. Assuming that both parties are rational participants, employment and Nash equilibrium can be achieved only when the supply and demand points of both parties reach a reasonable match. The game analysis is as follows. [4]

When independent college students cooperate with employers, they will maximize the interests of both sides. Students take the initiative to improve their ability, and the employers will provide reasonable salary and welfare to achieve the ideal state; If the two sides do not cooperate with each other, it will be difficult to achieve employment; One party's failure to cooperate will lead to the imbalance between supply and demand in the talent market, damage the interests of the other party and fail to maximize the interests. It can be seen from the above that when both sides adopt the cooperation strategy, the common income is the largest, which belongs to the ideal state in theory, is the equilibrium solution, and is relatively easy to realize in reality.

4.3 GAME ANALYSIS BETWEEN EMPLOYERS
There is also a talent competition relationship between employers and employers. Here is the game analysis between employers.

Reasonable competition among employers will make the employment market play the greatest role and reach the ideal state. The vicious competition between the two sides makes the employment market chaotic and the employment environment worse. Excessive competition on one side will disrupt the market order, damage the interests of the other side, and can not maximize the interests.

It is known from the above that the common income of each employer is the largest under the condition of benign competition, which belongs to the ideal state in theory and is the equilibrium solution. Rational competition in the talent market and formulating correct talent attraction strategies can make the talent market run reasonably and healthily.

4.4 GAME ANALYSIS BETWEEN EMPLOYERS AND GOVERNMENT
On the issue of employment of college graduates, there is a relationship between supervision and being supervised between employers and the government. [5] The rational and healthy development of the talent market requires the effective supervision of the government and the cooperation of employers. When the government cooperates with the employer, the interests of both parties will be maximized, the government supervision effect is good, and the unit consciously accepts the supervision to achieve the ideal state; If the two sides do not cooperate with each other, the employment environment will deteriorate; One side's failure to cooperate will lead to chaos in the employment market and can not maximize employment.

From the above, it can be seen that the mutual benefit is the largest when the two sides cooperate with each other, which belongs to the ideal state in theory and is the equilibrium solution. In reality, this situation is relatively easy to occur. Under China's economic system, the government plays an important and effective role in supervising employers, and most employers obey the supervision of the government. [6]

4.5 SUMMARY
No matter what kind of game relationship, it is the result of repeated game to maximize interests. Nash equilibrium tends to be Pareto optimal and seeks the process of maximizing the interests of both sides in the competition.

5. COUNTERMEASURES TO PROMOTE AND IMPROVE THE EMPLOYMENT OF INDEPENDENT COLLEGES STUDENTS

5.1 INDIVIDUAL STUDENTS SHOULD IMPROVE THEIR EMPLOYMENT QUALITY
The core for students to improve their employment quality and employment rate is to improve their employment quality, which includes professional related knowledge and skills. At the same time, we should pay attention to improving our ability to adapt to employment and enhance anti pressure.

5.2 STUDENTS SHOULD ESTABLISH A CORRECT CONCEPT OF EMPLOYMENT
Independent college students should change the common wrong concept of "being unfit for a higher post but unwilling to take a lower one", find their own employment goals, recognize their employ ability, actively look for suitable jobs, and establish a correct employment concept.

5.3 COLLEGES AND UNIVERSITIES SHOULD STRENGTHEN THE CULTIVATION OF STUDENTS’ VOCATIONAL SKILLS AND EMPLOY ABILITY
Independent colleges should combine their own characteristics and students' comprehensive situation, pay attention to the cultivation of students' comprehensive ability, constantly enhance students' practical experience, and promote students to meet the needs of the talent market.

5.4 TO IMPROVE THE STUDENT EMPLOYMENT SECURITY SYSTEM OF INDEPENDENT COLLEGES
The government and the state should provide corresponding career security system according to the characteristics and needs of independent college students. [7] The scientific guidance and guarantee provided by the society for the employment of college students is an essential link to ensure the smooth employment, scientific employment and good employment of independent college students.

6. CONCLUSION
The employment quality of college students is an important factor to realize the successful employment of college students. To improve the employment
quality of college students is inseparable from the employment guidance of college students. Only through the guidance of employment concept, the cultivation of employment ability and the analysis of employment status can we help students achieve better employment. The survey found that the employment of independent students needs the trinity of society, schools and individuals. The society should pay more attention to the employment problem and provide more high-quality jobs; The college should carry out further theoretical guidance and practical education for college students, guide students to actively deal with employment problems and improve their employ ability; College students should pay attention to improving their employ ability, clarify their goals and improve their comprehensive quality.

REFERENCES:
Thoughts on How Youth in the New Era Should Inherit the Red Gene

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Abstract: In order to make good use of red resources, carry forward the red tradition and inherit the red gene, contemporary youth should remember the glorious history, inherit the red gene, and constantly promote the great cause created by our ancestors at a new starting point.

Keywords: red gene; youth in the new era

1. INTRODUCTION
Contemporary youth learn Party history, understand Party ideas, do practical things and start a new development pattern. We should carry forward the fine tradition, inherit the red gene, keep in mind the original heart and mission, and strive to be the pioneer of the times.

2. HOW SHOULD YOUTH INHERIT THE RED GENE IN THE NEW ERA
2.1 TO CLARIFY THE STRUGGLE PROCESS OF THE PARTY
Looking back from 1840 to 1919, we can see that the working masses living in semi-colonial and semi-feudal society in old China struggled under the oppression of imperialism and feudalism. During this period, many people with lofty ideals sought a good way to change, but all failed. In their arduous pursuit, the Chinese people have found Marxism-Leninism sent from the salvoes of the October Revolution, communists with the purpose of Marxism-Leninism, and communists who can call on the masses and save suffering. In July 1921, the Communist Party of China was born. The Communist Party of China, represented by Mao Zedong and other 13 people, held its first Congress in Shanghai and announced the founding of the Communist Party of China. [1] The founding of the Communist Party of China is an epoch-making event. The Chinese people suffering from severe disasters have a Savior and hope. Then the Communist Party of China led the people of the whole country to carry out a vigorous workers' movement. The Chinese people suffering from the hard struggle for a new China have a Savior and hope. Then the Communist Party of China led the people of the whole country to carry out a vigorous workers' movement. The Chinese people suffering from severe disasters have a Savior and hope. Then the Communist Party of China led the people of the whole country to carry out a vigorous workers' movement. The Chinese people suffering from severe disasters have a Savior and hope. Then the Communist Party of China led the people of the whole country to carry out a vigorous workers' movement. The Chinese people suffering from severe disasters have a Savior and hope. Then the Communist Party of China led the people of the whole country to carry out a vigorous workers' movement.

2.2 TO CLARIFY THE HARD STRUGGLING PROCESS LED BY THE PARTY AND THE PEOPLE OF THE WHOLE COUNTRY
By studying Party history, youth should also clarify the course of the Party leading the people of the whole country to rely on themselves and struggle hard in the process of socialist modernization. At present, various corruption phenomena appear in the socialist modernization drive, which seriously endangers the society and tarnishes the pure of the Party. The CPC Central Committee has put forward the measures of governing the Party first and strictly, and formulated a series of laws and regulations within the Party, requiring Party members and cadres, especially leading cadres at all levels, to be honest, self-disciplined and set an example. At the same time, it has seriously dealt with a large number of Party members and cadres who violate Party discipline and state law. This open and aboveboard, self-transformation and self-criticism has won the praise of people at home and abroad and the support of the people. Practice is the best instruction. From the harsh revolutionary war years to the progressive reform and opening up, the 100 year history of the Communist Party of China has proved that the CPC is a great, glorious and correct Party. The Communist Party of China is the correct choice of history and the Chinese people. Without the Communist Party, there will be no new China. Only the Communist Party can save China. [2]

2.3 TO CLARIFY THE PROCESS OF SOCIALIST CONSTRUCTION LED BY THE PARTY AND THE PEOPLE OF THE WHOLE COUNTRY
It's necessary to inherit the red gene and the glorious
tradition. Youth should also draw strength from the struggle of the Party Central Committee leading the people of the whole country to carry out reform, opening up and build a socialist country with Chinese characteristics. It has realized the great leap of the Chinese people from standing up to becoming rich and strong, overcame unimaginable difficulties and challenges on the road of modernization, and made remarkable achievements in all walks of life. China's comprehensive national strength has been greatly improved; the total national economy has leapt to the second in the world; the construction of an innovative country has achieved fruitful results, and scientific and technological achievements such as space laboratory Tiangong, deep-sea manned submersible Jiaolong and high-speed railway have emerged one after another. “One Belt and One Road Initiative” brings the gospel to all countries along the route, and vitality into the world economy. [3] National defense is becoming stronger and stronger, and world-class military construction is being realized. On the international stage, China's as a big country has a strong international voice. China's voice resounds all over the world and the call to build a community with a shared future for mankind is enlightening. [4] Reviewing the glorious history of the Party can let us cherish the hard won great achievements, and let us be full of confidence in the great dream of building a modern and powerful country with Chinese characteristics and realizing national rejuvenation.

3. WHAT SHOULD YOUTH DO IN THE NEW ERA

3.1 TO BE STRIVERS IN THE NEW ERA

For a century, the world has witnessed the strength of Chinese youth. At the turning point in history, a group of Chinese youth with an average age of 28 lit the fire of revolution and dedicated all their youth; During the revolutionary war, they fought for national independence and people's Liberation; During the period of socialist construction, they worked selflessly and worked hard in the vast world; During the period of reform and opening up, they united to revitalize China, forge ahead and innovate for the prosperity and strength of the motherland. Our young generation grew up in a new era and happiness. We regret that our predecessors did not see today's powerful China, but we know that without their sacrifice, there would be no China today. When drinking water, one should never forget those who dug the well; when enjoying happiness, one should never forget the Communist Party. [5] Like our predecessors, we should not forget our original intention, seek happiness for the people and rejuvenation for the nation. One generation has the long march of another generation, and one generation has the responsibility of another generation. [6] In the face of COVID-19 prevention and control, we have not been afraid of difficulties and charges before, showing the strength of youth. On the battlefield of poverty alleviation, we devote ourselves and write the song of youth in the new era; In grass-roots work posts and border posts, we are down-to-earth and do not slack off; and integrate our personal ideal pursuit into the cause of the Party and the state; On the campus of the universities, we are tireless and eager to pursue excellence in climbing the peak of scientific knowledge. "I'm post-90s!" "I am after 00!" This is our confident and proud answer; this is the struggle attitude of our contemporary youth, and this is the fighting style of our contemporary youth. But the achievements can only show the past. We can't meet the current situation. We still have endless work. We should make greater contributions to the motherland and the people. Now, on the 100th anniversary of the founding of the Party, China has built a well-off society in an all-round way and achieved the first Centennial goal. Taking advantage of the situation, we have embarked on a new journey of building a modern socialist country in an all-round way and moved forward towards the second Centennial goal. [7] The wheel of history is rolling forward. Our young people are at the intersection of two Centennial goals, at the best opportunity for the development of the Chinese nation and at the critical period of realizing the great rejuvenation of the Chinese nation. We are facing not only a rare life opportunity to make achievements, but also the era mission of "God will send a heavy task to this man". We should cherish this once-in-a-lifetime era in Chinese history, live up to the years, be like our predecessors, be not afraid of sacrifice and difficulties, be brave, take responsibility and self dedication, follow the footsteps of our predecessors, hold high the mission banner of seeking happiness for the people and rejuvenation for the nation, follow closely with the Communist Party, create great undertakings and open a new road.

3.2 TO BE A PIONEER IN THE NEW ERA

The country is inseparable from young people. The struggle of young people from generation to generation not only casts the brilliant present of the country, but also determines the future of the country. On the occasion of the 100th anniversary of the founding of the Communist Party of China, we should keep up with the pace of the times, gather the strength of youth, strengthen our ideals and beliefs, be down-to-earth, be a doer and a model for lifelong learning, not afraid of suffering and endless hardships, and create the future with responsibility. In the face of opportunities and challenges, the majority of young people should bravely shoulder the important task entrusted by the times, have high aspirations, work hard, and closely link their ideals with the future of the motherland and the destiny of the nation. Our young people should face the future, do our best for the great rejuvenation of the Chinese nation, do what young people should do, be like young people, and strive for good! The hope of the martyrs burns in
our hearts, and the blood of the martyrs flows all over us, making our youth glow with brilliance. Let us say to our future generations that we are proud, and we have lived up to the expectations of the Party and the people, and the great era we live in!

REFERENCES:
Strategies Research on Improving College Psychological Education Function from the Perspective of Cultivating Positive Mentalities

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Abstract: Based on the concept of "three complete education", giving full play to the psychological education function of colleges and universities is the internal requirement for colleges and universities to implement the fundamental task of "building morality and cultivating people" in the new era. It has important practical significance for cultivating contemporary talents. Taking cultivating students' positive mentalities as the main line, it plays a positive role in improving the function of college psychological education by stimulating the internal motivation of students and the external connection between home and school, and improving the breadth, temperature, depth and strength of psychological education.

Keywords: positive mentalities; psychological education and function improvement in colleges and universities

INTRODUCTION
Mental health education has been playing an important role in college. With the progress of the times, profound changes have taken place in the fields of economy, science and technology, ideology and so on. We should further innovate ideas, give full play to the function of psychological education, help improve the education quality, promote the all-round development of students, and improve the breadth, temperature, depth and strength of psychological education. Based on this, this paper intends to explore the strategies to improve the function of college psychological education in the new era from the perspective of cultivating positive mentalities.

2. THE COMBINATION OF CULTIVATING POSITIVE MENTALITIES AND IMPROVING THE FUNCTION OF PSYCHOLOGICAL EDUCATION
2.1 THE DEVELOPMENT NEEDS OF THE TIMES
In 2017, the state issued the Implementation Outline of the Quality Improvement Project of Ideological and Political Work in Colleges and Universities, which proposed to build a quality improvement system of psychological education, give full play to the function of psychological education, and strive to cultivate the rational, peaceful and positive healthy mentality of teachers and students. In 2018, the Guiding Outline of Mental Health Education for College Students issued by the state further pointed out that it is necessary to fully tap students' psychological potential, cultivate positive mentalities and promote the harmonious development of students' body and mind. [1] This points out the direction and goal for colleges and universities to carry out psychological education in the new era. From mental health education to psychological education, colleges and universities reflect the changes of the social environment and promote the harmonious development of students' body and mind, all-round growth and self realization. It is a new demand for college students' mental health education at the height of education.

2.2 STUDENTS NEED TO GROW UP IN AN ALL-ROUND WAY
On the one hand, to promote the improvement of psychological education function, we should pay attention to individual subjectivity and development, emphasize people-oriented, fully mobilize students' initiative and enthusiasm, cultivate psychological self-help ability, fully tap students' psychological potential and cultivate positive mentalities. This is consistent with the needs of students' self-improvement. At the same time, adhering to the combination of mental education and moral education, paying attention to the cultivation of individual humanistic care and moral quality is also an important content of cultivating students' positive mentalities, which helps to improve students' sense of self acquisition and satisfaction. On the other hand, psychological education is committed to cultivating new people with ideals, abilities and responsibilities. Strengthening and improving college students' ideological and political education and realizing the comprehensive, free and full development of college students is one of the important purposes and missions of psychological education. It has also become an important carrier and way to cultivate students' positive mentalities.

3. PROBLEMS IN THE PROCESS OF IMPROVING THE FUNCTION OF COLLEGE PSYCHOLOGICAL EDUCATION
In recent years, under the guidance of a series of documents on strengthening and improving the spirit of college students' mental health education, colleges and universities have done a lot of work in improving...
the function of psychological education, made positive exploration, and achieved some successful experience and obvious results. However, the following problems have also been exposed in the process of development:

3.1 THE TEACHING CONTENTS AND METHODS DO NOT MEET THE NEEDS OF STUDENTS
The textbook system used is old, and most of the contents are based on problems, with the purpose of solving problems. Classroom teaching follows the traditional teaching methods and models, pays attention to theoretical teaching and mastery of knowledge points, and ignores the cultivation of positive emotional experience and positive quality. It does not reflect the characteristics of experiential teaching of mental health curriculum, and the classroom efficiency can not be brought into full play.

3.2 THERE IS ANIDEOLOGICAL TENDENCY OF ONE-SIDED EDUCATION OBJECT
Practice shows that there are many problems in mental health education in colleges and universities, such as emphasizing reactive intervention and neglecting proactive intervention; emphasizing individual counseling and neglecting group counseling; emphasizing obstacle consultation and neglecting development consultation. The performance in work is to pay attention to crisis intervention and case consultation. Attention is often focused on a small number of students with psychological problems and psychological obstacles. For the cultivation, training and improvement of most students' good mentalities, they do not pay enough attention, and fail to give full play to their educational function. [2]

3.3 THE WAYS AND METHODS OF EDUCATING PEOPLE ARE SINGLE
Due to the constraints of various conditions such as funds, personnel and venues, many colleges and universities have a single way and method to carry out mental health education, mostly focusing on psychological evaluation, psychological counseling and mental health education courses. However, the development of various mentalities development training activities is lack, so it is impossible to form a multi pronged effect of psychological education.

3.4 THE EDUCATIONAL ENVIRONMENT AND ATMOSPHERE NEED TO BE FURTHER IMPROVED
The understanding of the importance of psychological education function in colleges and universities has not reached a unified height. Mental health education seems to be the work of a few full-time personnel. Most teaching staff lack the awareness of paying attention to students' mentalities, and the joint force of all staff education has not been fully formed. The development of students' potential, the cultivation of good mentalities and the cultivation of positive emotions are by no means a day's work. It requires long-term and unremitting efforts to moisten things silently. It is necessary to form a good atmosphere and working mechanism of "cultivating the mind" of all employees with professional institutions as the center, professionals as the guidance and part-time personnel as the radiation.

4. CONSTRUCTING A TWO-DIMENSIONAL AND FOUR-DIMENSIONAL PSYCHOLOGICAL EDUCATION SYSTEM IN COLLEGES AND UNIVERSITIES
Colleges should closely follow the characteristics of students, clarify the focus of work, identify the pain points of education, and advocate the cultivation of a quality: positive mentalities. The two dimensions mainly refer to stimulating students' internal motivation and strengthening the external connection of home-school co education, so as to improve the breadth, depth and strength of psychological education.

4.1 TO FOCUS ON STUDENTS' ENDOGENOUS MOTIVATION AND OPEN UP THEIR GROWTH CHANNELS
By organizing freshmen's classes to actively participate in the campus psychodrama competition, and organizing freshmen's classes to visit and experience the school's mental health education center in the spring semester, we can cultivate students' awareness and ability of self-help maintenance of mental health. At the same time, colleges should strengthen publicity and popularization, and fully mobilize students' initiative and enthusiasm, improve their psychological adjustment ability, give full play to the benign peer help and mutual assistance effect, and guide students to learn to identify psychological problems through various thematic education activities such as "May 25" College Students' Mental Health Activity Month, special training for psychological committee members and "mental protection personnel" and psychological group counseling. We should learn to treat students with psychological problems correctly and establish a positive relationship of mutual assistance.

Colleges also can cultivate students' self-esteem and self love, focus on the introduction of positive psychology, and improve the temperature of psychological education. By organizing colorful campus recreational and sports activities such as freshmen's basketball game, debate game and freshmen's song party, colleges can help students spend the adaptation period, integrate into university life and form a collective concept, and stimulate students' potential and positive psychological energy. By giving students more positive hints, it can make them produce positive energy of "I can, I can", and improve students' happy self-help ability. While, through practical activities, colleges can build a platform for students to serve others, feel success, realize value, help others and help themselves. In the
process of participating in voluntary service activities, colleges can enable students to develop the moral consciousness of gratitude, dedication, empathy and mutual love, so as to help others, please themselves and please body and mind. It aims to realize the unity of heart and morality, and cultivate students' healthy mentality of self-esteem, self-confidence, rationality, peace and positive progress. [3]

4.2 TO FORM AN EXTERNAL JOINT FORCE OF EDUCATION, HOME SCHOOL CO EDUCATION AND HARMONIOUS COEXISTENCE

Colleges should pay close attention to the dormitory, work ahead, shift the focus downward, strengthen the end connection, and strengthen the depth of psychological education. In the allocation of freshmen's dormitories, colleges should fully consider the students' origin, native place, differences between north and south, different urban and rural living environment and other factors, try to avoid contradictions caused by different living habits and put possible problems in advance.

In the process of mental health education, colleges should pay attention to the timely counseling of psychological problems, strengthen the prevention and intervention of psychological crisis, and prevent and reduce the occurrence of serious psychological crisis cases to the greatest extent.

5. CONCLUSION

In a word, colleges should give full play to the leading role of educational subjects such as counselors and class tutors, combined with the actual characteristics of students. The tutor of the college class shall have heart to heart talk with the students in the class at least once every semester. The counselor shall master the basic situation of the students through freshman psychological screening, visiting the dormitory and daily heart to heart talk, and establish a foundation of trust with the students to ensure that they can appear on the occasion required by each student in time. On the other hand, establish a "strong connection" with students' parents, guide parents to establish a correct educational concept, affect students with a healthy and harmonious family environment, form a joint force of home and school education, and promote the all-round and healthy development of students.

REFERENCES:
Constructing the Professional Quality System of Excellent Teachers in Private Kindergartens

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Abstract: Kindergarten is the stage of children's enlightenment. Kindergarten teachers will have a great impact on children's life. The number of private kindergartens is gradually increasing. How to cultivate excellent teachers with high professional quality is a topic that private kindergartens should pay attention to now. This paper expounds the concept of excellent teachers and the professional quality that excellent teachers should have, analyzes the current situation of teachers in private kindergartens, and puts forward the strategy of constructing the professional quality system of excellent teachers in private kindergartens, hoping to provide reference for China's basic education.

keywords: kindergarten; private schools; teacher; professional quality

1. OVERVIEW OF EXCELLENT TEACHERS
As a person who preaches and teaches directly to students, teachers have an important impact on students. A good teacher will influence the lifelong development of students through his words and deeds. What kind of teacher is a good teacher? Some people put forward the concept of "excellent teachers". Excellent teachers, as the term suggests, "particularly excellent teachers in the teaching team". [1] They are teachers who have deep attainments in teaching, education and research and play a leading and exemplary role, including backbone teachers, special-grade teachers, expert teachers, etc. [2] The Ministry of Education promulgated the Excellent Teacher Training Plan and Excellent Teacher Training Plan 2.0 in 2014 and 2018 respectively. [3] The training of excellent teachers and excellent teachers has gradually become a social hotspot.

PROFESSIONAL QUALITY OF EXCELLENT TEACHERS
To become an excellent teacher, the most important thing is to have high professional quality and achieve both morality and ability, in addition to excellent teaching level, excellent teaching quality, excellent teaching skills and profound knowledge.

2.1 LIFELONG LEARNING
Lifelong learning is one of the professional qualities that excellent teachers should have. Excellent teachers should keep a positive and enterprising attitude, constantly learn, make progress, improve themselves, understand the hot spots of the times, master more skills, learn more knowledge, learn from the experience and lessons of others, improve their professional quality and teaching level, form their own teaching style in practice and bring high-quality learning experience to students.

2.2 TO CHERISH POSTS AND DEVOTE WHOLEHEARTEDLY TO WORK
Dedication is not only the professional ethics that every worker should have, but also the professional quality that excellent teachers should have. Excellent teachers should love their careers and posts, have a sense of identity with their careers, be passionate about their work, and be willing to take work as a lifelong pursuit. In addition, in specific jobs, teachers should be conscientious, carefully prepare lessons, and constantly improve teaching skills. They will not give up studying and learning new knowledge because they have work experience. They will only be empiricist in teaching, and they will not have professional fatigue and perfunctory teaching attitude because they have done the same work for a long time. Excellent teachers should actively regulate their emotions and always be full of passion for their work.

2.3 ARDENTLY LOVING STUDENTS
Loving students is the most basic professional quality that excellent teachers should have. Some people work as teachers to make a living. Others work as teachers because they love students and the education industry. The latter must be the one who can really go farther and farther in the profession of teachers. Excellent teachers must like children. Only when they have sincere love for children, teachers will carefully and patiently educate students and pay attention to the development of each student.

ANALYSIS ON THE CURRENT SITUATION OF THE CONSTRUCTION OF TEACHERS IN PRIVATE KINDERGARTENS
With the social development, the number of private kindergartens in China is gradually increasing, and the job demand for kindergarten teachers is also gradually increasing. At present, the majority of teachers in private kindergartens in China are young women, many of whom are young girls who have just graduated. A large part of them are preschool education majors in normal universities, have corresponding teacher qualification certificates, and have internship experience in teaching substitute courses during school. The reason why most people are willing to work as kindergarten teachers in private kindergartens is based on the consideration of real
life, professional counterparts and the job of kindergarten teachers is relatively stable. However, with the younger teachers, the turnover rate of teachers in private kindergartens is also very high. The reason for choosing to change jobs is also very simple. Some people can enter public kindergartens because they have passed the exam; Some people think that work is too tired and there are too many things, so they want to change to a relatively leisurely and relaxed job with more money and less things; Others feel that the evaluation of professional titles in kindergartens needs to be ranked according to seniority, and there are few opportunities for further study, so they feel that the work is meaningless. The conclusion is that teachers in private kindergartens are too tired; their wages are average, and they can't see the prospect of career development and rising space. It can be seen that private kindergartens pay more attention to the protection and education work itself. It is enough to require teachers to do a good job in the basic protection and education work, and do not pay attention to the further training of teachers.

4. STRATEGIES FOR CONSTRUCTING EXCELLENT TEACHERS' PROFESSIONAL QUALITY SYSTEM IN PRIVATE KINDERGARTENS

To build the professional quality system of excellent teachers in private kindergartens, colleges and universities, the government and kindergartens need to work together to provide good conditions for the cultivation of excellent teachers.

4.1 COLLEGE TRAINING

Before entering the society, everyone receives education in school. It can be said that college education has laid the foundation for the cultivation of excellent teachers. Therefore, in the process of cultivating students, colleges and universities should take into account the future employment situation of students, not only cultivate students' basic theoretical knowledge, but also cultivate students to master professional skills. Especially for normal students, in addition to teaching pedagogical theoretical knowledge, colleges and universities should also teach students some psychological knowledge, organize trial lectures in the classroom, and exercise students' teaching skills such as lesson preparation, blackboard writing and lecture. In addition, colleges and universities can also connect with local primary and secondary schools and kindergartens to organize students to support teaching. On the one hand, it can alleviate the pressure of teaching work for local schools, and enable students to experience teaching practice and learn from practice. At the same time, it can also provide students with post work experience, promote the counterpart employment of college graduates and alleviate the employment pressure of college students.

4.2 KINDERGARTEN TRAINING

Some private kindergartens are limited by funds, or they are not willing to invest funds to help kindergarten teachers retrain and continue their study, considering other factors. The teachers of private kindergartens have only received short-term on boarding training. However, if we want to cultivate excellent teachers, private kindergartens should support teachers' further education. Kindergartens not only organize new teachers to participate in pre-job training, but also organize teachers to participate in competition and other activities regularly after officially participating in work, so that teachers can learn from each other. Private kindergartens shall also select teachers to actively participate in the teaching training organized by the municipal and provincial levels, and exchange teaching experience with teachers of other schools. Private kindergartens should also invite some excellent experts, scholars and special teachers in the educational field to give lectures to provide teachers with ways to learn advanced knowledge and skills.

In addition, some teachers have their own interests after work. Private kindergartens should not squeeze teachers' private time and suppress teachers' hobbies. Private kindergartens should support teachers' all-round development without affecting their work. In addition, when evaluating professional titles and selecting excellent teachers, private kindergartens should adhere to the principle of openness and fairness, give young teachers opportunities, and let young teachers see room for development.

4.3 LOCAL GOVERNMENT TRAINING

In addition to the education and training of teachers in colleges and kindergartens, the government should also pay attention to the training and further study of kindergarten teachers, provide a good social environment for the training and further study of private kindergarten teachers, and build a professional quality system of excellent teachers in private kindergartens. First, local governments can provide policy support to private kindergartens, give more training teachers to private kindergartens, help private kindergartens cultivate teachers' professional quality and encourage the further development of private kindergartens. Secondly, the government can cooperate with colleges and universities to develop some curriculum resources in preschool education, and organize local kindergarten teachers to continue to improve their comprehensive quality through distance education. In addition, local governments can also organize teachers to hold symposiums, with super excellent teachers as the keynote speaker, and share education and teaching experience with many teachers. Local governments should pay attention to preschool education, give teachers the opportunity to continue learning and progress, work with colleges and universities and kindergartens to actively cultivate excellent teachers, build a professional quality system for excellent teachers in private
kindergartens, and promote the continuous development of education.

5. CONCLUSION
Preschool education, as children's enlightenment education, has an important impact on people's life development. The comprehensive quality of kindergarten teachers affects the future development of a group of students. Therefore, the government and society must pay attention to the training of kindergarten teachers. As private kindergartens blossom everywhere and the comprehensive quality of kindergarten teachers is uneven, we should vigorously cultivate excellent teachers, set an example, improve teachers' professional quality, build an excellent teachers' professional quality system in private kindergartens, and promote the continuous development of preschool education.

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REFERENCES:
Comparison and Learning of Ideological and Political Teaching Methods in Legal Courses in Applied Universities

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Abstract: The ideological and political teaching of law courses in colleges and universities is reflected in various countries. The ideological and political teaching methods of American legal courses mainly adopt implicit and integrated teaching methods, mainly including group discussion teaching method, case teaching method and situational teaching method. They pay attention to the penetrating teaching mode, which can be used for reference in some aspects.

Keywords: the science of law; ideological and political theories teaching in all courses; teaching methods

1. INTRODUCTION
China's socialist modernization has entered a new era, and the economic, cultural and other fields have entered a new stage of high-quality development. Social information is extremely rich, and various problems and trends of thought show the characteristics of pluralism, in which the reflected value orientation and standards are complex and diverse. This requires that higher education should not only bear the teaching of professional knowledge and skills, but also the effect of ideological and political education. They form a synergistic effect and solve the problem of "what kind of people to cultivate, how and for whom to cultivate people".

2. THE SIGNIFICANCE OF LEGAL COURSES FOR IDEOLOGICAL AND POLITICAL EDUCATION
The legal course has a natural ideological and political attribute and has the functions of guiding people's thoughts and behaviors, explaining social and historical phenomena and understanding the world. The ideological and political education of the law course is not only the teaching and training of legal professional knowledge and methods, but also the integration of Marxist legal thoughts and socialist core values into professional courses to cultivate "both morality and law" socialist legal talents. The teaching of law course in applied universities focuses on cultivating students' practical ability, application ability and integration ability. In terms of ideological and political education, we should pay more attention to cultivating students' innovative thinking and family and country feelings, improving social cognition, tempering professional spirit and professional quality, enhancing students' practical feelings for national development, and establishing lofty ideals and sound personality. [1]

3. THE TEACHING METHODS OF LEGAL COURSES
The ideological and political teaching of law course is reflected in various countries to varying degrees, and the teaching methods are also different. Comparison and reference in this regard will help to enrich the teaching methods and ideas of ideological and political teaching.

The teaching of law major in American colleges and universities also undertakes the function of ideological education, and attaches great importance to the indoctrination and guidance of values in the classroom. The ideological and political teaching method of legal course mainly adopts the implicit and integrated teaching method, and pays attention to the infiltration teaching mode.

First of all, in the ideological and political teaching methods of legal courses in American colleges and universities, the most basic theoretical course is the group discussion teaching method. Before the beginning of the course, the lecturer will distribute the arrangement, bibliography and reading materials of the main contents of the course to the students. The students form a learning group to collect and study the materials according to the teaching plan theme, conduct group discussion, and display the group views in the classroom. Teachers ask questions according to the display content, and form teacher-student cooperation discussion and student discussion around the theme. It may be a questioning debate or a guiding discussion. After full discussion, it is determined that most students have no doubt and will conduct phased sections, and students will submit a written report after class. The biggest advantage of this teaching method is to mobilize students' autonomy in learning. They must complete the learning and thinking of basic knowledge before class before they can have in-depth discussion in class. In the process of discussion, the students' conclusions under the guidance of teachers are imperceptibly accepted by the values and other main contents, with clear views and deep impression. This teaching method has high requirements for teachers' professional knowledge reserve and teaching ability.
If it can be guided properly, the effect will be profound and lasting. [2] Secondly, the most popular method of ideological and political teaching in legal courses in American colleges and universities is the case teaching method. The case teaching of American law courses mostly uses the "Socratic method". Mainly through the selection of typical cases, teachers let students think from the perspective of a legal professional, first understand the main demands of the case, then think about the best way to achieve the demands, and then consider the main obstacles to achieve the demands and how to solve them. In this process, students master professional thinking and skills through thinking about the case handling scheme. At the same time, they also explore how to use the legal rules and the principle orientation embodied in the legal rules through their feelings about the case handling rules, and finally accept the principle orientation, and take it as the professional criterion and social criterion in the future. The real value of this teaching method lies not in the value of cases as examples, but in the acquisition of thinking mode in the process of case thinking and the acceptance and conviction of values represented by vague to clear legal principles in Q & A. This method enables students to gradually master professional skills and accept the legal origin, history and value pursuit contained in it through the exploration of legal principles. The biggest defect of this method is that this thinking construction process from individual cases to the whole is difficult for students to master the complete knowledge structure system, lack of grasp of the vision of the overall value orientation of law, and can not have the macro characteristics, trends and concepts of law.

Thirdly, situational teaching method is a common method of ideological and political teaching in law courses in American colleges and universities. Situational teaching method means that students can perceive the procedures and problems of legal practice through the simulation of the environment and in an immersive way. The biggest difference between this method and the case teaching method is that in the simulation scenario, there is no preset for the handling of cases or litigation, and there is no buffer for case analysis. Basically, it faces sudden or random problems similar to the real situation. Therefore, students need to have the basic quality of quasi professionals, complete the application between legal rules and case facts on the spot, and skillfully complete the corresponding reasoning based on legal principles and theories. Therefore, the situational teaching method is mostly manifested in mock court, legal clinic and so on. This teaching method enables students to intuitively perceive the political views and values in case handling, and carry out legal professional ethics education while conducting actual combat simulation. Students really feel the different professional requirements of different legal roles, have a deeper understanding of the value orientation behind the provisions of rights and responsibilities in professional rules, and combine professional ethics education and skill education to cultivate a sense of legal profession. [3] In addition to the above typical ideological and political teaching methods of law courses, American colleges and universities also adopt other teaching methods, such as historical traceability method. Through the study of American political and legal tradition, they trace the origin of their own legal theory to the thoughts of Aristotle, Socrates and others, and establish cultural self-confidence and national pride through the education of legal traditional ideas, to achieve the purpose of cultivating patriotism. There is also the practical activity teaching method, which enables law students to form close contact with social legal services through different links in the early stage of professional learning by organizing visits, social fund-raising, charity publicity, community service and other practical activities, so that students can not only understand the people's conditions and national conditions based on future legal professional activities, but also receive political education and social education.

The ideological and political teaching methods of legal courses in other countries are similar. Civil law countries such as Germany and France will allocate more time to the study of the code. The ideological and political teaching methods of the course include more traditional textbook teaching methods and apprentice practice methods. The course teaching is mainly based on thematic explanation, and teaching activities such as discussion and debate are carried out under the guidance of the topic to carry out ideological education.

4. STRATEGIES FOR IMPROVING IDEOLOGICAL AND POLITICAL TEACHING METHODS WITH LAW COURSES

Through the above summary of ideological and political teaching methods with law courses in colleges and universities in various countries, we can draw the following points for reference:

First, in the course of ideological and political teaching activities, we should pay attention to students' in-depth participation and active learning, use various methods to mobilize students' kinetic energy of conscious learning, and complete the guidance of students' ideological education through infiltrative guidance and inspiration under academic pressure, so that students do not feel passive in the process of receiving the guidance of values. On the contrary, this concept is the feeling of deep thinking and reaching a conclusion, so it has high acceptance and strong firmness for the point of view.

Second, the ideological and political teaching method of law course is fully combined with professional ethics education. Law education in applied
universities attaches importance to the training of practical talents. The establishment of legal professional ethics in talent training is an important proposition of curriculum ideology. In the teaching method, through the simulation of practical work, we should combine legal skill training and professional ethics education. While practicing professional skills, we should be familiar with the responsibility requirements of practice links, and cultivate legal talents with a sense of justice and socialist values.

Third, the ideological and political teaching methods of law courses should form a mutually echoing teaching method system. Curriculum ideological and political education is a professional education, and the whole process of education should not be carried out separately. We should only pay attention to the application of a certain teaching method. While the curriculum forms a system, the curriculum ideological and political teaching methods should also form a system. The ideological and political methods of theoretical teaching and practical teaching should cooperate with each other, the forms should be rich and colorful, and work together from all angles. It aims to moisten things and silently popularize the goal of moral education to all links of learning, and achieve a good educational effect.

5. CONCLUSION
The discussion and improvement of the ideological and political teaching methods of law course will help to solve the win-win problem of knowledge transfer and value guidance, and cultivate socialist legal talents with excellent professional practical ability and firm ideological belief.

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REFERENCES:
On the Realization of College Ideological and Political Education Through the Music Class of Preschool Education

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Abstract: Under the opportunity of vigorously organizing the construction of ideological and political demonstration courses in colleges and universities, I have recognized and constructed the Basic Course for the Piano 1 of preschool BG202 class, actively excavated rich ideological and political and moral education elements, organically integrated them into curriculum teaching, so as to realize the synergistic effect of ideological and political education and professional education. By the organic unity of knowledge transfer, ability training and value guidance, the ideological and political education elements and functions contained in the curriculum are fully integrated to promote students' growth and success.

Keywords: colleges and universities; curriculum ideology and politics; implementation mode; preschool education; music class

COURSE INTRODUCTION AND EDUCATIONAL OBJECTIVES
Basic Course for the Piano 1 is one of the required basic courses of preschool education. It is a skill course for professional teachers. It is an important element of art education in the five fields of preschool education. It takes "mastering skills, cultivating habits and shaping personality" as the teaching goal and "loving the Party, the country and the school" as the fundamental starting point, to cultivate students to achieve firm ideals and persistent beliefs. [1] The course pays attention to the organic integration of ideological and political education and professional education, and the contained elements including the sense of professional mission, sense of responsibility, striving spirit, patriotism, pioneering and innovative spirit, which are internalized into students' spiritual pursuit and externalized into students' conscious action.

2. THE REALIZATION OF IDEOLOGICAL AND POLITICAL CURRICULUM
2.1 NEW TEACHING DESIGN TO FORM THE CHARACTERISTICS OF IDEOLOGICAL AND POLITICAL EDUCATION
Colleges should excavate ideological and political elements from the perspective of discipline construction and professional development, revise and form a new curriculum syllabus. According to the educational provisions in the professional training plan and curriculum outline, colleges should understand and sort out the curriculum structure, teaching content and teaching methods, and carry out systematic design and practice on the integration of ideological and political education elements. It is embodied in the construction of online teaching platform, optimization of curriculum teaching plan, online and offline blended teaching mode, classroom teaching, students' autonomous learning, extracurricular ideological and political activities, extracurricular professional ability services, etc.

2.2 CLASSROOM TEACHING PAYS ATTENTION TO VALUE GUIDANCE, AND STUDENTS' AUTONOMOUS LEARNING
Classroom teaching is the main channel of educating people. All kinds of ideological and political education elements are excavated and integrated into all links of teaching. It can fully embody the educational function, adopt case teaching method, problem teaching method, heuristic teaching method, inquiry teaching method, discussion teaching method, situation simulation teaching method, comparative teaching method, project teaching method, etc., and cultivate students' ability to analyze and solve problems by creating problem situations and value judgment situations.

Guiding students' autonomous learning is a natural extension and necessary supplement of classroom teaching activities. When teachers guide students to carry out autonomous learning, they should strive to improve students' thinking ability, value analysis and value judgment ability. Through teaching, guiding students' autonomous learning, tutoring and answering questions, and communicating with students during recess, college can let students understand the core socialist values in autonomous learning and shoulder the mission and responsibility of realizing national rejuvenation.

2.3 TO EVALUATE THE TEACHING QUALITY IN TIME AND TEMPER THE STUDENTS' ACCOMPLISHMENTS THROUGH PLAYING SONGS
On average, 6 to 8 songs are arranged in each stage, including advanced piano skills etude, nursery rhyme
piano played by preschool teachers, excellent Chinese and foreign traditional piano music, and self-made northeast anti Japanese federation theme piano music, which meet the actual needs of teaching and students' professional development. There are 2 to 4 songs for stage assessment and class closing assessment. The teacher will release them at the last class of each stage, put forward the assessment standards of each stage and the requirements for recording examination videos. Before the evening of the same day, the students will upload the assessment songs to the platform, and the teachers will watch the videos one by one to write out the advantages, disadvantages and improvement methods. It aims to cultivate students' quality of not fearing difficulties, forming habits, being brave in exploration and never being discouraged.

Colleges should build an evaluation and reflection system with normal education certification as the main line. Course evaluation is always accompanied by the course, emphasizing real-time evaluation to improve students' basic playing skills. Colleges also can improve the curriculum quality evaluation system by stage assessment and reflection evaluation: process evaluation and final evaluation (classroom teaching and practical teaching); cognitive evaluation and performance evaluation (teachers' morality, style and educational feelings).

2.4 TO MOBILIZE STUDENTS' BOLD PERFORMANCE AND COMMUNICATION ENTHUSIASM BY IN-CLASS PRACTICE

There are 7 practical class hours in class, evenly distributed over 16 weeks. Among them, three sections are arranged after the assessment of each stage, that is, the 5th, 9th and 13th week. The content is the display of excellent playing results (platform release), and the communication and evaluation between teachers and students in online teaching platforms and offline classes, which extends to the appreciation of cultural and artistic works with the theme of the anti Japanese federation, the appreciation of teachers' playing related works and the exchange of emotional experience.

The other two sections are arranged in 7th and 11th week respectively. The content is to carry out exploration and exchange activities of kindergarten music game ideological and political courses in groups. After on-site lecture, online and offline evaluation and improvement of teachers and students, colleges can simulate the course activity content and publish it to the research teaching module of the platform.

The last two sections are arranged in the 16th week to report the performance for the closing song. Pictures and videos are posted on the platform, and students can learn from each other.

2.5 TO INVITE THE SECRETARY OF THE PARTY COMMITTEE OF THE UNIVERSITY TO COME TO THE CLASSROOM TO EXPLAIN THE PARTY HISTORY AND STIMULATE STUDENTS' IDEAS EXCHANGE

The Secretary of the College Party Committee was invited to come to the topic to explain "Remembering the Heroes of the Anti Japanese Federation and the Centennial Course of the Communist Party of China" for all professional teachers and students, and interpret the historical background of the Northeast Anti Japanese Federation in combination with the original piano music, so that students can remember the anti Japanese heroes and bear in mind the centennial course of the Communist Party of China while learning professional skills.

Through the vivid introduction of the heroes of the Northeast United Resistance Army, the secretary explained in detail the development process of the Northeast Anti Japanese Alliance and the original intention of our school to educate people with the anti Japanese spirit. In the centennial course of the Communist Party of China, the red spirit has emerged, such as the Jinggangshan spirit of hard struggle, the long march spirit of not fearing difficulties and dangers, and the Two Bombs and One Satellite spirit of self-reliance and bravely scaling heights of science. Among them, the anti Japanese alliance spirit comes from the great patriotic feelings of the Northeast United Resistance Army, which forget life and death and bravely serve the country. The army is an important part of the Chinese people's Liberation Army. They have fought behind the enemy for 14 years. The struggle is the hardest, the longest and the most sacrifice. They have made outstanding contributions to the liberation of the northeast. During the lecture, Secretary Han vividly introduced to the students the historical story of the Northeast United Resistance Army from its birth to its growth after the September 18 Incident, especially the heroic and moving heroes, such as Yang Jingyu, Zhao Shangzhi and Zhou Baozhong.

3. TO IMPLEMENT THE SCHOOL'S CONCEPT OF RED CULTURE EDUCATION BY EXTRACURRICULAR IDEOGRAPHICAL AND POLITICAL EXTENSION

3.1 TO IMPLEMENT THE TEACHING GOAL OF RED CULTURE EDUCATION IN THE WHOLE PROCESS

Combined with the requirements of the orientation of the application-oriented school running and the requirements of the cultural core guidance of the Anti-Japanese spirit, colleges should implement the basic teaching goal of building morality and cultivating people in an all-round way, and build an all-round, whole process and all staff education model with the curriculum as the carrier. To promote students' adult success through curriculum education, environment education, teaching materials education and practice education.

3.2 TO CONSTRUCT THE CURRICULUM TEACHING MODE FROM MULTIPLE ANGLES
Colleges should make full use of the information carrier of the network teaching platform to form an online and offline blended teaching mode. Teachers upload short videos of various song demonstration of advanced playing skills, excellent traditional piano music and songs extension performance videos, excellent playing videos of students at various stages, short videos of classic performance of our school's "national backbone" musical drama, short videos of cloud explanation on the Northeast Anti Japanese Federation exhibition hall, and professor Han Jinsong's anti Japanese theme propaganda videos and published articles. Students upload music for class-ending assessment, simulated teaching of ideological, political and music game activities in kindergartens, and video of class-ending performance, etc.

3.3 TO IMPLEMENT THE NEW WAY OF RED CULTURE EDUCATION IN THE WHOLE PROCESS OF CURRICULUM PRACTICE

The teaching content of the course selects China's excellent teaching resources and red culture songs dominated by the anti Japanese Federation, and takes the school music choir and national backbone song and dance troupe as the second classroom in the school to enrich and extend the teaching content and stimulate students' interest in learning. The dean of the college of Marxism came to the stage of "national backbone" participated by students to explain the embodiment of college students' contemporary historical mission and values, guide students' performance and make in-depth interpretation of the works. The dean of the art college timely guides and pays attention to the teaching during the course, and fully affirms and expects the students' performance in the last class. Professional dance teachers give students professional guidance and put forward reasonable suggestions in the practice class. The professional theory teacher communicates with the students in time during the course and records the micro course of Jump Rhythm Practice. In the process of solving problems, teachers let students understand the theoretical thinking, methodology and value judgment behind problems and knowledge, combine the application-oriented school running decision and the educational characteristics of the anti Japanese spirit, educate people through courses, teaching materials and practice, implement the red culture education in the whole process, and realize the value guidance to students.

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REFERENCES

Analysis on the Dynamic Changes of the Income Gap between Urban and Rural Residents in Qinghai Province

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Abstract—Based on Williamson's inverted U-shaped theory, this article summarizes and analyzes the different stages and characteristics of the urban-rural economic growth gap in Qinghai Province. Through the analysis of changes in the income gap between urban and rural residents, the aim is to help Qinghai Province adopt different measures at different stages of economic development, so as to narrow the gap between urban and rural areas and achieve coordinated development between urban and rural areas.

Keywords: Williamson's inverted U-shaped theory; income gap between urban and rural residents; Qinghai Province

1. Introduction

The disparity of economic growth in different regions is manifested by the imbalance of residents' income between regions, and residents' income affects the quality of life of residents in the region and the overall economic development of the entire region. This paper takes Qinghai Province as the research object and uses Williamson's inverted U-shape theory to study the dynamic changes of the income gap between urban and rural residents in Qinghai Province, finds out the dynamic changes of the urban and rural economic growth gap in Qinghai Province, and proposes corresponding optimization suggestions. The province narrows the income gap between urban and rural residents and contributes to the balanced development of the regional economy.

2. Research Status

Qinghai Province is located in the western part of China's interior, with inconvenient transportation, sparse population, and low urbanization rate, making Qinghai Province's economic development lagging behind most provinces in China. As shown in Table 1, the total per capita income of urban and rural residents in Qinghai Province has continued to rise from 1999 to 2022. In 2019, the per capita income of the rural population, which accounted for 44.47% of the total population of Qinghai Province, was 11,499 yuan, and that of the urban population, which accounted for 55.53% of the total population. The income is 33,830 yuan, and the income gap between the two is 22,331 yuan, which is 1.95 times the per capita income of the rural population. It can be seen that there is a large gap in the income of urban and rural residents in Qinghai Province. The rural population base is small and the per capita income is much lower than that of the urban population. The total wealth held by cities far exceeds that of rural residents.

<table>
<thead>
<tr>
<th>Year</th>
<th>Per capita income of farmers and herdsmen (yuan)</th>
<th>Per capita income of urban residents (yuan)</th>
<th>Urban and rural per capita gross income (yuan)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>3346.15</td>
<td>12691.85</td>
<td>16038.00</td>
</tr>
<tr>
<td>2010</td>
<td>3862.68</td>
<td>13854.99</td>
<td>17717.67</td>
</tr>
<tr>
<td>2011</td>
<td>4608.47</td>
<td>15603.31</td>
<td>20211.78</td>
</tr>
<tr>
<td>2012</td>
<td>5364.38</td>
<td>17566.28</td>
<td>22930.66</td>
</tr>
<tr>
<td>2013</td>
<td>6196.39</td>
<td>19498.54</td>
<td>25694.93</td>
</tr>
<tr>
<td>2014</td>
<td>7282.73</td>
<td>22306.57</td>
<td>29589.30</td>
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<tr>
<td>2015</td>
<td>7933.41</td>
<td>24542.35</td>
<td>32475.76</td>
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<td>26757.00</td>
<td>35421.00</td>
</tr>
<tr>
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</tr>
<tr>
<td>2019</td>
<td>11499.00</td>
<td>33830.00</td>
<td>45329.00</td>
</tr>
</tbody>
</table>

3. Theoretical Basis and Current Situation Analysis

A. Williamson inverted U-shape theory

Based on Kuznets' inverted U-shaped hypothesis, American economist Williamson analyzed and systematically analyzed regional economic growth trends through cross-sectional economic data of 24 countries and time series economic data of 10 countries. Empirical exploration, and put forward the famous inverted U-shaped theory. The theory points out [1] that with the development of the national economy, the gap in economic growth between regions will face three stages of inverted U-shaped: The first stage is in the early stage of national economic development, and the gap in economic growth between regions continues to expand. That is, tend to grow unevenly between regions; in the second stage, with the further development of the national economic development...
economy, the degree of imbalance between regions will tend to stabilize; when the third stage is reached, the national economic development has matured. The gap in growth between regions is gradually narrowing, that is, it tends to grow in a balanced manner between regions. Therefore, from the perspective of the overall long-term change trend, regional economic growth is a convergent change process from unbalanced growth to balanced growth.

B. Analysis on the Dynamic Changes of Income Gap

As shown in Figure 1, combined with Williamson’s inverted U-shaped theory, it was found that during the period 1999-2006, with the overall economic development of Qinghai Province, the economic growth gap between urban and rural areas has been expanding and has a tendency to increase. The changes at this time are right at the first stage of the inverted U-shaped curve; from 2006 to 2007, the income gap between urban and rural residents reached its maximum, and this stage was in the first stage. The second stage: The income gap between urban and rural residents in Qinghai Province from 2007 to 2022 begins to shrink and should be the third stage.

As shown in Figure 2, from 1999 to 2007, the per capita income of urban residents grew faster than that of farmers and herdsmen, which caused the per capita income gap of urban and rural residents to continue to widen. Decreasing and gradually approaching zero, it indicates that the per capita income of farmers and herdsmen has begun to increase at a faster rate. While the gap continues to widen, the growth rate has begun to decrease. Finally, the growth rate decreased to zero in 2007, when the per capita income gap between urban and rural residents reached maximum. From 2008 to 2020, as the difference between urban and rural residents' per capita income growth rate is less than zero and continues to shrink, the per capita income gap between urban and rural residents has continued to shrink, and the gap has also decreased rapidly. However, in 2015, the gap has widened. This is due to factors such as government policies and the trade environment. However, local changes do not affect the overall trend of changes. On the whole, the dynamic change of the per capita income gap between urban and rural residents in Qinghai Province follows the Williamson inverted U-shaped theory, which also has guiding significance for the study of the per capita income gap between urban and rural residents in Qinghai Province.

4. OPTIMIZATION SUGGESTION

Based on Williamson's inverted U-shaped theory, in order to narrow the income gap between urban and rural residents in Qinghai Province, realize the coordinated development of urban and rural economy in Qinghai Province, and solidly promote common prosperity, the following optimization suggestions are put forward: First, small towns are used as carriers to promote the process of urbanization. The spatial layout of urban construction should be based on the local population to choose a relatively central location to build small towns. The process of small town construction should focus on improving the functions of small towns, improving the quality of small town development, and providing more services to local residents to enhance the attractiveness of small towns. The second is to promote the balanced development of urban and rural education. As the driving force of social development, education has also played an important role in achieving balanced urban and rural development. In rural and pastoral areas, improving the education level of farming and pastoral areas is the key to improving the quality of farmers and herdsmen. The third is transportation facilities to facilitate the
coordinated development of urban and rural areas. The government should strengthen the construction of transportation infrastructure, create a transportation channel between Qinghai Province and its surrounding areas, especially Xining City and various prefectures and counties, continuously improve the regional comprehensive transportation network, promote the flow of regional resource elements, and realize the transformation of resource advantages into economic advantages. And then realize the coordinated development of urban and rural areas. The fourth is to enhance the vitality of the development of agricultural and pastoral areas. Agricultural and pastoral areas can be developed in different regions: the suburban areas close to the center of the agricultural and pastoral areas should gather in towns and central villages, and infrastructure construction should be improved to create a good development environment and strengthen the integrated management of urban and rural areas; in the outer suburbs away from the center of the agricultural and pastoral areas The area is mainly to improve the traffic and road network, which is conducive to the exchanges between the suburbs; in remote and poor agricultural and pastoral areas, it is more common for young and middle-aged laborers to enter the city to work. Make full use of idle land in the agricultural and pastoral areas to increase the income of farmers and herdsmen. And to promote the transfer of the population of agricultural and pastoral areas to more developed regions is also conducive to the overall development of the agricultural and pastoral areas, while reducing the gap between urban and rural areas.

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Reflections on the Current Situation of Curriculum Management in Kindergartens and Exploration of Paths for Improving Its Management Quality

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Abstract: With the continuous advancement of the social economy, China has paid more and more attention to education at all stages, and the attention of public opinion is showing an ever-increasing trend. Early childhood education plays a vital role in the growth of children. It not only helps parents to manage the growth period of children, but also provide effective knowledge and interest enlightenment in the early childhood stage, and conduct correct, scientific and effective early childhood education. Therefore, the curriculum management in the early childhood education cannot be ignored. This paper mainly describes the current situation of curriculum management in kindergartens and the exploration of ways to improve the management quality.

Keywords: Curriculum management in kindergartens; Current situation; Path

INTRODUCTION
The current education continues to move forward, and the society and the country pay more and more attention to early childhood education in the current era. Kindergarten is an inseparable and closely related subject in children's enlightenment education. Curriculum management in kindergartens plays a vital role in the health and overall growth of children. And kindergarten teachers are more important to grasp the orientation of students and the characteristics of the learning stage. Thus this paper elaborates and analyzes the current situation of curriculum management in kindergartens, and discusses and studies the current curriculum management strategies.

1. REFLECTIONS ON THE CURRENT SITUATION OF CURRICULUM MANAGEMENT IN KINDERGARTENS
(1) The value orientation of curriculum is not clear.
The arrangement of curriculum and content of the kindergarten is determined by the value of curriculum of the kindergarten. Questions that what kind of learning should students in the early childhood stage pay attention to and how to learn have enlightenment value and need to be continuously discussed in the process of curriculum arrangement and curriculum management. Only on the basis of fully considering whether the value orientation of curriculum is in line with children's development can we effectively promote children's ideological enlightenment and all-round development [1]. However, it is worth noting that due to the interference of various practical factors such as different professional leadership, financial strength, and cultural status between different kindergartens, the value of curriculum education is different in different regions and schools, and even many schools are ambiguous. As a result, it will naturally cause the effect of curriculum arrangements to fail to meet expectations.
(2) The arrangement of course content is not scientific enough.
Due to the impetuous development of the society, capital and business have begun to have an increasingly greater impact on education. It is also because of the problems of exam-oriented education that have affected parents' educational thinking, and there are many drawbacks in the arrangement of the content of early childhood courses. First of all, there are too many courses, which are so overloaded for early childhood students that they cannot be effectively tolerated. As a result, the course management is not scientific enough to promote the growth of children really scientifically and effectively. At the same time, with the continuous development of internationalization, the crazy input of international culture into China has affected our early childhood curriculum system to a certain extent. In the arrangements and settings of curriculum content in many kindergartens, the imagination of respect for Western culture is more obvious, such as Christmas celebrations, arrangements for Halloween role-playing activities, etc.. However, there is still a lack of curriculum content for national cultural celebration or the inheritance of regional characteristic culture [2].

2. EXPLORATION ON THE WAY TO IMPROVE THE QUALITY OF CURRICULUM
MANAGEMENT IN KINDERGARTENS

2.1 To strengthen the supervision and attention to curriculum management in kindergartens

It is an essential and effective way to strengthen the supervision and attention to curriculum management in kindergartens to improve the curriculum management. Due to the great particularity of students in early childhood, the management of kindergartens also have different characteristics. In the process of improving the quality of curriculum management in kindergartens, the education department needs to strengthen supervision and establish a scientific and effective curriculum management system under strict supervision and guidance. In addition, it needs to adhere to the principle of seeking truth from facts, and analyze specific problems under the local characteristic culture, so as to formulate a management system with local characteristics. It is more necessary to fully grasp the development characteristics of children and establish scientific and unique educational development concepts and principles. Furthermore, in the process of daily educational work and educational activities, we need to effectively control the behaviors and situations that violate the curriculum management and educational ideas, so as to promote the smooth progress of curriculum arrangement. At the same time, it is necessary to strengthen the training of preschool teachers and realize the continuous enhancement and progress of teachers in the process of scientific selection [3].

2.2 To improve the construction of curriculum in kindergartens

Improving the construction of science curriculum in kindergartens is also one of the solutions to improve the curriculum management. Science curriculum mainly includes the construction of "child-centered" curriculum, the reform and innovation of curriculum management, the innovation of kindergarten-based model and the return to rational kindergarten-based teaching and research. Child-center means that the focus of curriculum management should be on children. Children are the domination of early childhood education, and we need to return the domination and center to children themselves. On the basis of arranging a more reasonable, more scientific and more effective curriculum evaluation system, we should pay attention to seeking truth from facts, paying attention to children's growth and development, and focusing more energy on children's training. And it can effectively enhance the popularization and propaganda of scientific theories, and promote the construction of kindergarten curriculum more scientifically and advanced [4].

2.3 To integrate teaching resources

Integrating preschool education resources is also an effective way to improve the quality of curriculum management in kindergartens. Local resources, community resources, family resources, cultural resources, where the kindergarten is located, can become important factors affecting children's growth. The kindergarten can bring these resources common in children's daily life into the classroom, so that children can have a deeper understanding of the society, connect with the society, and develop a certain sense of social responsibility and social consciousness from childhood. What's more, it is necessary to learn and develop their own personality based on children's domination and their own interests and hobbies, so as to promote the close relationship between children, society and family, optimize children's learning quality to a certain extent, cultivate children's basic cultural literacy from an early age and promote children's all-round development.

3. CONCLUSION

With the development and progress of today's society and economy, there is no doubt that early childhood education has a broader development platform and more sufficient development opportunities. However, it also shows more and more disadvantages, for instance, the local control is not strict enough, the supervision is far from enough, the curriculum arrangement is too complicated and unscientific. At the same time, there are some problems that the teacher's positioning of the children is not clear enough, which leads to the unclear value orientation of the curriculum management education in the kindergarten teaching process, and is not conducive to the development of children. Therefore, teachers need to strengthen the degree of attention, continue to think about the scientific and effective path of curriculum management, and promote the development of socialist education.

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The problems and Countermeasures of E-commerce Consumption in Rural Revitalization under the Background of Rural Revitalization Strategy——Take the Villages Around Xiangtan as An Example

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Abstract: There will be no national rejuvenation without a thriving countryside. Therefore, it is necessary to comprehensively promote rural consumption and meet the needs of rural residents for consumption upgrading[1]. The continuous development of e-commerce consumption has led to the revitalization of rural industries to a certain extent. Taking villages around Xiangtan as an example, based on the analysis of the relationship between rural revitalization and e-commerce consumption development, this paper analyzes the sustainable development of rural revitalization by e-commerce consumption under the background of rural revitalization strategy at the present stage, and puts forward corresponding suggestions, so as to help e-commerce consumption comprehensively promote the economic development of Xiangtan rural areas.

Keywords: Rural revitalization; E-commerce consumption; Rural economy

1. RESEARCH ON THE CORRELATION BETWEEN THE REVITALIZATION OF XIANGTAN RURAL AREA AND THE DEVELOPMENT OF E-COMMERCE CONSUMPTION

1.1 The Status of Xiangtan E-commerce Consumption Development

In recent years, Xiangtan City vigorously developing e-commerce consumption, and promoting rural economic development. Xiangtan City, Shaoshan City, Xiangxiang city and other areas won the national e-commerce into rural comprehensive demonstration county. Among them, Xiangtan has been commended by the State Council for promoting the modernization of agricultural product circulation, actively developing rural e-commerce and production and marketing docking. Xianglian in Huashi Town, Xiangtan City, medicinal candy in Zhonglupu Town, and cool mats in Cha’en Temple Town are all operated by local small and medium-sized professional households, relying on the convenient logistics mode of express delivery, which is sold throughout the country. E-commerce, express delivery, and agricultural products have become the core vocabulary of Xiangtan’s “express delivery to the countryside”.

1.2 Overview of Xiangtan Regional Geography

Xiangtan City is located in the east-central region of Hunan Province, with an ideal geographical location and abundant natural resources. It is the hometown of Mao Zedong and founding marshal Peng Dehuai, and is an important industrial, scientific and technological and tourist city in Hunan Province. Xiangtan has jurisdiction over yuetang District, Xiangtan County, Shaoshan City, Xiangxiang City and Yuhu District, with a total area of 5,006 square kilometers and a population of nearly 3 million.

1.3 Rural revitalization and e-commerce consumption jointly develop to jointly promote the rural economy of Xiangtan

The victory in the battle against poverty has promoted rural revitalization in all areas. As a Chinese saying goes, “Unlocking a lock with a key”, rural revitalization also requires targeted efforts. As a new economic form and entrepreneurial power engine, e-commerce is combined with rural revitalization and plays an important role in promoting industrial development and expanding rural consumption. On the premise of continuous progress of The Times, e-commerce industry and rural revitalization strategy should continue to combine, vigorously develop agriculture and promote rural economy.

2 PROBLEMS EXISTING IN THE E-COMMERCE REVITALIZATION OF XIANGTAN RURAL AREA UNDER THE BACKGROUND OF RURAL REVITALIZATION

2.1 The industry is single, and the operating model has not reached diversification

Limited by the rural industry and various factors, there are few e-commerce platforms in Xiangtan rural areas that can operate independently, there are few products that form an industry, and the types of products and services that can be provided are not complete. Due to the lack of leading enterprises, the
scale effect has not yet been formed. Large-scale development has become a difficult problem, which is restricted by the limited supply capacity of a single village and the difficulty in quality control.

2.2 Rural areas are facing a shortage of e-commerce professionals, and farmers' understanding of e-commerce is relatively superficial. Most rural areas in Xiangtan generally have the problem of lack of professional e-commerce talents. Xiangtan City is a third-tier city, which has an impact on the introduction of e-commerce composite talents, while rural residents are affected by the regional restrictions of the region itself, often lack e-commerce knowledge, making it impossible to use e-commerce consumption combined with the actual situation to improve the rural economy.

2.3 The service mechanism system of e-commerce consumption in rural areas is not perfect. First, grassroots cadres do not implement the central rural revitalization strategy and policies enough. In daily visits to rural residents, some grassroots cadres still fill in the manual and cope with the phenomenon, focusing on deployment rather than implementation, and do not have a thorough understanding of the strategy and policies of rural revitalization. The propaganda is not detailed and thorough enough, and the awareness of helping rural residents is weak, and rural residents cannot pay attention to it. Second, enterprises lack the sense of innovation and blindly adhere to the core channel resources. With the advent of the data era, many enterprises still adhere to the traditional model and do not combine rural production with it. Third, government policy support is insufficient, and market supervision is not strict. There are still many problems in the process of promoting rural economic development, such as many medium-sized and large enterprises are reluctant to spend energy on the promotion of agricultural products, and most farmers cannot bear the high cost of propaganda, so that agricultural products can not cater to mass consumption, and hinder the development of rural economy.

2.4 There are still problems in the construction of agriculture and rural areas in Xiangtan City. On the whole, there is still a lot of room for development in e-commerce and enterprise informatization in Xiangtan City, the regional development of Xiangtan is obviously different, and the economic development of the county still has a long way to go. The carrying capacity of xiangtan county's infrastructure is limited, the beautiful rural construction planning system is not sound enough, the urban-rural integrated development pattern has not yet been fully formed, and there is still a big gap compared with the requirements of new urbanization construction.

3 MEASURES TO PROMOTE E-COMMERCE CONSUMPTION TO HELP FARMERS UNDER THE BACKGROUND OF RURAL REVITALIZATION STRATEGY

3.1 Multi-industry integration jointly promotes the development of e-commerce. Xiangtan County should vigorously promote the development of the industrial chain. Firstly, we need to upgrade the industrial base. Efforts should be made to conquer core technologies of the industrial chain, actively coordinate the deployment of major national and provincial projects, draw up a list of key core technologies from both sides of supply and demand, and encourage enterprises to take an active part in it. Focus on improving the level of the industrial chain supply chain, support the construction of key hub parks such as Yue Tang Integrated Logistics Park, and cross-border integration of 5A-level logistics enterprises. Vigorously promote the digital and intelligent transformation of the manufacturing industry, accelerate the construction of key projects such as big data industrial park and Tencent Cloud Qi Innovation Center. Secondly, we need to promote the modernization of the industrial chain. We should improve working mechanisms, optimize and integrate industrial chains with emerging advantages and service industry chains, further strengthen the linkage between industrial chains and service industry chains, and promote the development of one chain and one policy. We should improve the mechanism for synergism government, banking and enterprises, give full play to the guiding role of government funds, develop supply chain finance.

3.2 Strive to create a good development environment for e-commerce enterprises. In the strategic opportunities for the development of the "Internet +" informatization field, the process is difficult and the project is complex. The construction of enterprise informatization, especially the development and operation of enterprise self-supporting e-commerce trading platform, can create huge economic benefits for enterprises, but also provide strong platform support for the development of Xiangtan e-commerce. Therefore, it is necessary to improve the overall level of xiangtan enterprise informatization and e-commerce development, and improve relevant management measures.

3.3 Strengthen the support of rural revitalization talents, and promote e-commerce talents to return to their hometowns to start businesses and find employment. In the context of the rural revitalization strategy, the introduction of e-commerce talents is crucial to promoting the model of e-commerce consumption and agricultural assistance. It is necessary to implement the task of cultivating new farmers in the "14th Five-Year Plan" and "162 Project" of Xiangtan City, hold municipal demonstration classes for new farmer training, cultivate industrial talents, and increase the introduction of urgently needed industrial talents. Supporting universities in Xiangtan
to cultivate high-quality talents in key industries; To support the vocational colleges and industrial chain backbone enterprises in Xiangtan to cultivate highly skilled industrial workers through new models such as "modern apprenticeship" and "order-based training". We should strengthen international cooperation and exchanges in the field of rural human settlements, and strengthen personnel building and skills training in this field.

3.4 Improve the service support system to achieve sustainable development of e-commerce consumption

First, vigorously promote the land space planning of Xiangtan township (town) and the compilation of village planning "integrating multiple plans", establish and implement the system of "one division and two members" (village planner, planning liaison officer, supervisor), and create a "high-quality project" of village planning. Second, strengthen the role of rural grass-roots party organizations and governments, rely on the grass-roots poverty alleviation team to drive, through the organization of rural agricultural population to participate in e-commerce consumption, so that farmers can get the harvest. Third, vigorously support the development of social organizations related to e-commerce, and provide farmers with standardized services such as rural high-quality product collection, packaging, marketing, distribution, and after-sales support.

Fourth, vigorously develop the rural service industry, fully consider the infrastructure and environment of rural areas, promote the integration of rural service industry with other industries through live-stream to help farmers, "Internet + e-commerce" and other ways, and inject fresh impetus into rural e-commerce.

4 CONCLUSION

The prerequisite for rural vitalization is to consolidate the achievements made in poverty alleviation, and we need to continue to work hard to improve the lives of those who have been lifted out of poverty.

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To What Extent Does the Effectiveness of Utilizing Quizlet to Teach Vocabulary Outweigh Traditional Vocabulary Teaching

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Abstract: This research compares the effectiveness of vocabulary teaching between Quizlet and traditional approach. 2 groups of a total 70 year 1 students at a transnational university participated in this study for a 2-week duration. The experimental group received Quizlet teaching treatment while traditional teaching method was implemented on control group. The findings showed significantly more improvement of vocabulary scores in the posttest for experimental group than control group. Participants from the experimental group reported positive learning experiences in the follow-up survey.

Key words: Quizlet; traditional teaching; vocabulary acquisition; vocabulary learning

1 INTRODUCTION

In the globalized era, modern teaching approaches attach great value to the Computer Assisted Language Learning (CALL) at tertiary educational institutions. Precisely, language instructors conducted a number of teaching activities involving playing videos, listening to audio clips, presenting PowerPoints, browsing websites, utilizing software programs and attendance check with the aid of computers. To that regard, many teachers tend to adopt CALL to facilitate their mainstream curriculum goals – content-based academic skills. Therefore, despite vocabulary’s importance for content comprehension and communication, vocabulary instruction seems to have received less attention in classrooms of higher education. Based in a Sino-foreign university in East China where English serves as the medium of instruction (EMI), what has been brought to the researchers’ attention is that students show less competency in producing topic-specific words in their assessments than they are expected. For one reason, it might be due to students’ unsuccessful transition from a test-oriented context in high school to the EMI context in university where independent learning is central to a Sino-foreign transnational university. Another explanation might lie in the literacy instructional approaches of language teachers. Therefore, the present study compares the effectiveness of vocabulary instruction methods between Quizlet and traditional teaching. The hypothesis are that the efficacy of Quizlet in vocabulary teaching outweighs that of the traditional way, and a general improvement would be spotted in the motivation and participation among students in Quizlet vocabulary teaching group.

2 LITERATURE REVIEW

Vocabulary acquisition plays an essential role for English language learners in EFL/ESL context. Its importance is highlighted in Cambridge English Course that “vocabulary acquisition is the largest and most important task facing the language learner” (Thornbury, 2002, p.14). In addition to conveying the basic meanings, research has indicated the size of one’s vocabulary is strongly linked to both reading comprehension and oral expression (Shanahan, 2006). Berne and Blachowicz (2008) claimed that both the lack of a sizable vocabulary and ineffective learning strategies are major obstacles in comprehending the meaning of content for readers of all ages. The majority of learners acknowledge the importance of vocabulary acquisition while vocabulary teaching seems unsatisfied in addressing problems of extending vocabulary volume. By contrasting the lexicon size of an educated native adult speaker with the majority of ESL learners, the statistical numeracy is that the former is over 4 times of words or word family of the latter even after years of study (Thornbury, 2002). Thornbury (2002) further associated the impoverished L2 learners’ input with the inequivalent exposure to natural contexts, in that to acquire the same amount of input that native infants receive in just one year, a classroom second language learner would need over 18 years of exposure.

Traditionally, targeted words in classroom context are usually supplied to learners in the form of lists. According to Thornbury (2002, p.33), “having the mother tongue translation alongside not only deals with the meaning conveniently, but allow learners to test themselves as well as to test one another.” This is also a popular method preferred by many students, and this is because a number of researchers estimated that learners could acquire up to 30 words an hour (Thornbury, 2002). Common teaching approaches of word lists vary from matching the sound with the form, L1 translation, Bingo game to constructing stories. In segregated vocabulary sections on course books, words are often presented in the form of lexical sets that make good sense such as words...
related to sports. In classroom setting, words are often embedded in reading texts, and follow-up activities for learning vocabularies are provided such as definition matching and gap filling. Therefore, traditional teaching method is often considered as pen and paper based and teacher-centered. Other than traditional teaching, technology has long been utilized to facilitate language teaching. Since 1960s and 1970s, tape recorders, language laboratories and videos have been utilized (Dudeney and Hockly, 2007). In 1980s, CALL (computer assisted language learning) appeared, and early CALL tasks including carrying out gap-filling, matching sentence halves and multiple choice activities were created accordingly (Dudeney and Hockly, 2007). Due to the widespread access to Information and Communications Technology (ICT), the term TELL (technology enhanced language teaching) appeared in the 1990s (Dudeney and Hockly, 2007). While technology presents a potential supplemental tool to promote vocabulary learning (Dalton and Grisham, 2011), many of technological applications (online media, CDs, and computer software programs) are only available as privileges for those who are competent with technology. Vocabulary learning applications were accessible until the development and increasing popularity of intelligent smart phones in 2010s.

One of the most popular mobile and web-based study applications is Quizlet which allows language learners to learn vocabulary via tools and games. Since its public launch in 2007, learners in 130 countries have completed more than 3 billion study sessions via Quizlet (Sanosi, 2018). Study sets are presented to students through different learning modes including flashcards, games, and collaborative quizzes to allow learning environments. To examine the efficacy of Quizlet in extending L2 vocabulary, a research (Dizon, 2016) conducted with 9 university students showed that Quizlet can significantly enhance academic vocabulary acquisition after a 10-week Quizlet study.

Despite the importance of lexicon acquisition, teaching vocabulary has not received adequate attention compared with other components in literacy instruction (Cunningham, 2009). There are even fewer research studies conducted in Sino-foreign universities in vocabulary teaching in China. In light of this, the present study, therefore, aims to offer more empirical findings to fill this gap in EFL classroom by addressing the following 2 research questions: 1. Are there any significant differences between the effectiveness of traditional method and utilizing Quizlet to teach vocabulary? 2. What are students' perceptions of learning vocabulary via Quizlet?

3 METHODOLOGY

3.1 Participants

The participant cohort comprised of 70 Year 1 students (aged between 17 to 19) from 4 class groups attending the skill-oriented EAP lessons designed to enhance students’ language proficiency from the perspectives of receptive and productive skills. 2 classes of 36 students were in experimental group and the other 2 classes of 34 students belong to control group. By participating in six 100-minute sessions delivered in English over a 2-week teaching duration, students are observed for their vocabulary improvement.

3.2 Instruments

This study was conducted by means of experimentation with teaching method as the mere intervention and a follow-up survey. Two sets of tests (pretest and posttest) for the experimentation and the follow-up survey materials were piloted by a professional peer colleague and revised based on feedback. Both tests consisted of 30 blank-filling questions testing the students’ knowledge on the target vocabulary from the unit “Zoology” in the semester coursebook. The follow-up survey included six questions with two questions identifying students’ overall attitudes toward vocabulary learning, another three questions focusing on examining participants’ perceptions of Quizlet and a final question concerned with students’ preference on vocabulary instruction between Quizlet and traditional approach.

3.3 Procedure

Participants were tested prior to and after the 2-week experimentation. When administrating both pre- and posttests, the researchers printed the test papers and allowed students 15 minutes for completing the questions with no access to the dictionary and the Internet. Interactions with peers were strictly forbidden as well. Over the 2 teaching weeks, all participants learned the same vocabularies in the unit of “Zoology” receiving either Quizlet treatment for experimental group or traditional teaching approach for control group. In the final phase, a follow-up online survey was administrated to all participants from experimental group.

4 RESULTS AND DISCUSSION

Experimentation

A descriptive statistics analysis was employed to examine whether there is statistically significant increase in scores between pre- and posttests of the two teaching groups (experimental group using Quizlet and control group using traditional method). To achieve this goal, both independent and paired t-Tests were utilized to generate quantitative data.
Table 1. Pre-Test Results of Both Groups

<table>
<thead>
<tr>
<th>Group</th>
<th>Number</th>
<th>Mean</th>
<th>t</th>
<th>df</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experimental</td>
<td>36</td>
<td>17.31</td>
<td>-0.824</td>
<td>68</td>
<td>0.206</td>
</tr>
<tr>
<td>Control</td>
<td>34</td>
<td>18.44</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to the independent t-Test result of the pre-test scores (see Table 1), no significant differences were exhibited between students’ vocabulary knowledge in the experimental group and the control group before this case study was performed (t = -0.824, df = 68, p = 0.206, p > 0.05). This guaranteed that if any significant differences can be observed in the post-test scores, the factor contributing to the distinct results can only be the predictor variable – teaching method.

Table 2. Results of Paired t-Test for Both Groups

<table>
<thead>
<tr>
<th>Group</th>
<th>Number</th>
<th>Pre-test Mean</th>
<th>Post-test Mean</th>
<th>t</th>
<th>df</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experimental</td>
<td>36</td>
<td>17.31</td>
<td>21.11</td>
<td>-2.779</td>
<td>70</td>
<td>0.003*</td>
</tr>
<tr>
<td>Control</td>
<td>34</td>
<td>18.44</td>
<td>20.41</td>
<td>-1.385</td>
<td>66</td>
<td>0.085</td>
</tr>
</tbody>
</table>

For experimental group, as is indicated in Table 2, there is a statistically significant increase in the scores (3.81 scores) between the primary and final tests (t = -2.779, df = 70, p = 0.003, p < 0.01). The control group witnessed a slight improvement in vocabulary test results (1.97 scores). However, this increase fails to construct statistical significance in difference (t = -1.385, df = 66, p = 0.085, p > 0.05). Comparing the two sets of data, there are significant differences between the effectiveness of traditional method and utilizing Quizlet to teach vocabulary. It is overt that Quizlet plays a greater role in facilitating vocabulary acquisition in classroom setting.

Survey
To triangulate the experimental statistics displayed above, this section aims to present and discuss the follow-up survey results (both quantitative and qualitative) in the corresponding three thematic sections below.

As the first theme, learners’ perceived importance of vocabulary learning is investigated through questions 1 & 2. It can be found that, on a scale of 1 (strongly disagree) to 5 (strongly agree), students’ mean of rating the importance of extending vocabulary size is relatively high (M=4.67). Echoing this figure, 34 out of 36 surveyed respondents specified that without a sizable vocabulary volume, the conceivable linguistic barriers involved listening and reading comprehension (Students 3, 8 and 22), accurate and fluent oral expression (Student 18 & 36) and appropriate word choice in writing production (Student 14). The findings imply that the importance of expanding one’s vocabulary size is highly and extensively acknowledged by the EFL university students. Therefore, on top of students’ overt disposition towards lexicon development and growth, what teaching strategies that language instructors implement in classroom context play a crucial constructive role.

Student 3: “I can’t understand while reading and listening.”
Student 8: “I cannot comprehend the passage accurately.”
Student 22: “I can’t understand sentences in English with any words I don’t know the meaning of. (I) can’t understand the teacher.”
Student 18: “I cannot express myself fluently and pass the final (speaking) exam.”
Student 36: “I cannot express myself exactly.”
Student 14: “I am unsure what words I should use when writing my ideas.”

The second theme centers on exploring students’ perspectives of vocabulary instruction approaches between Quizlet and traditional teaching. Aligning with the results and discussion in experimentation section (see table 2) that the effectiveness of integrating Quizlet (p=0.003) to vocabulary instruction for fostering vocabulary growth outweighs its counterpart – traditional teaching (p=0.085), the survey participants exhibited disparate attitudes towards two instructional strategies. The majority students (61%) confirmed their favor to Quizlet for learning vocabulary while significantly less participants (14%) chose traditional teaching and a quarter (25%) selected both methods. Those who favored both teaching methods attaches more value to Quizlet preference group reaching to a higher data of 86%. On a closer inspection, the qualitative results (Question 6) indicate more positive learning experiences when learning vocabulary utilizing Quizlet compared with traditional vocabulary instruction, such as matching definitions with words, dictation, and drills. These subjects frequently highlighted fun vocabulary learning experience and other reasons such as “more useful”, “more convenient”, “deeper understanding of words (Student 27)”, “history and mistake record (Student 16)”, and testing their own “vocabulary mastery”. In
regard to those who supported traditional teaching approach, learning habit (Students 20 & 33), and inconvenience for Apple cellphone users (Student 17) are the major reasons. Hence, the survey results appear to reveal that, in the teaching praxis, traditional language practitioners ought to compromise to the integration of technology as a vocabulary instruction ally (Quizlet), to cater for a diverse body of student needs when teaching exerts influence on vocabulary acquisition in classrooms.

Student 27: “I like Quizlet more because it is more convenient and faster, the understanding of words is deeper.”

Student 16: “Learning vocabulary via Quizlet is more useful. I can memorize my mistakes from the APP history and record.”

Student 20: “(I prefer) traditional teaching, because I think Quizlet is just the way to understand the vocabulary, not to learning words impressively.”

Student 33: “I like traditional teaching more, because I get used to it. More useful.”

Student 17: “The second (traditional teaching method). Because it is inconvenient for apple to use the first one.”

The final theme probes into the role that Quizlet plays in EFL learners’ lexical acquisition and motivation when learning vocabulary in the classroom setting. In line with the experimental results that there is substantially significant difference (p=0.003) (see table 2) between the pretest and posttest of Quizlet teaching group, the survey results discovered the effectiveness of Quizlet in facilitating vocabulary learning was positively evaluated by the respondents (M=4.36), and a large portion of participants believed that Quizlet increased their motivation and engagement in vocabulary (M=4.28). In addition, which functions in Quizlet that students considered useful were examined. The data demonstrate that pronunciation is the most popular function (86%), English meaning of the target word ranks the second place (74%), and both pictures illustrating meanings and matching test (match the word and its English meaning) remain less significant (69%).

Both quantitative and qualitative results further indicate some possible reflections for educators as well as researchers on students’ better performance in experimental group. It can be primarily assumed that students possess greater autonomy in the classroom utilizing Quizlet, which generates more motivation and interest for the mastery of the vocabulary (see theme 2). By contrast, the traditional way of lexical teaching in the teacher-centered form tend to cause boredom when students rely on teachers as a learning source without active engagement and involvement. Another factor contributing to the result might be Quizlet appeals to visual learners (see theme 3). In comparison with the traditional method where teaching focuses on word list drills, worksheet exercises and noting definitions, Quizlet creates the novelty of indicating word definition with pictures and gamified tests. This enables the visual learners to make more significant accomplishments resorting to Quizlet as a learning tool. The last presumption to explain the greater achievements for Quizlet users could be the fact that students nowadays are more accustomed to using mobile phones. Students, in particular, those who feel competent in digital literacy, appear to enjoy a shift of class activities from teacher-centered to student-centered and vice versa from time to time.

5 CONCLUSION

The findings of the present study successfully responded to the two research questions: a. are there any significant differences between the effectiveness of traditional method and utilizing Quizlet to teach vocabulary; b. what are students’ perceptions of learning vocabulary via Quizlet. For research question 1, despite of the vocabulary improvement achieved in control group, as an integration to vocabulary instruction, the efficacy of Quizlet on learners’ vocabulary growth and development explicitly and greatly outweighs traditional instruction predominantly led by instructors over a 2-week teaching intervention. This is revealed in the statistically significant difference of p-value for the vocabulary expansion in the experimental group. For research question 2, the experimental participants confirmed the usefulness of Quizlet in facilitating vocabulary acquisition and enhancing learning experiences regarding learning autonomy and task engagement. The surveyed students frequently commented Quizlet activities as “interesting”, “useful” and “deeper understanding”.

Two primary pedagogical implications are presented in this study. First, both the quantitative and qualitative findings about students’ attitudes toward learning vocabulary reveal that their vocabulary acquisition are susceptible to what teaching strategies that language instructors adopt in class. Second, the role of utilizing technical software programs for vocabulary instruction provides empirical findings to future researchers examining vocabulary learning and teaching in the field of transnational education in Chinese universities.

This study consists of a few limitations. One is the limited scope of the experiment location, because the participants are all from one university, which is located at an upper second-tier city stems from the researchers themselves in terms of their minor difference of instructional language, seminar timetables, and teaching styles. Therefore, it is recommended for future researchers to consider a wide range of cities and serving as an objective observer instead of being involved as an instructor.

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Marx's Theory of Human Nature and Its Contemporary Value

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Abstract: Human nature has always been one of the controversial topics among philosophers. Marx restored "human" to the central position of society from the perspective of materialism and made a scientific explanation and analysis of human nature. The scientific shaping of "human essence theory" is a profound revolution to the old philosophical thought. At the same time, "human essence theory", as an important part of Marxist theory, has great enlightenment significance to the research and development of social science in China, and we need to dig out the practical value beneficial to the development of social science in China.

Keywords: the reality of human nature enlightens Marx's social science

INTRODUCTION
What is the essence of human beings? This is one of the things that philosophers and thinkers have explored together for thousands of years. Philosophers before Marx gave explanations based on their own observation and thinking. But when we look back at the views of these philosophical sages, we will find that there are defects in them. Of course, such defects are the result of the times. Without exception, they are influenced by the limitations of scientific discovery, the progress of the times and social development. Their research and thinking pace stays in the natural field and abstract sense, which leads to the inevitable ideological defects of these philosophers and thinkers. However, Marxism is not a passive water without roots, but an innovative philosophical theory on the basis of drawing lessons from, criticizing and innovating previous research results and deeply participating in social practice. We can even say that profound practice gave birth to Marxism, and the birth of Marxism is groundbreaking for the whole era and opens up a new era.

1. Marx's Exposition of Human Nature
1.1 Human nature is the sum of social relations
The opposite of Feuerbach is Marx's scientific understanding of human nature. Marx in 1888 Engels published the manuscript "On Feuerbach Outline" from the scientific, practical level, from the perspective of the relationship between people revealed the nature of human, profoundly clarified Marx as a materialist for the nature of human understanding. Marx pointed out: "Feuerbach attributed the essence of religion to the essence of human beings. However, human nature is not an abstract thing inherent in a single person, but in reality, it is the sum of all social relations."[1]. That is to say, every individual existing in real life does not exist in isolation, but lives in a society based on production relations formed by people's common production activities. These specific social relations constitute the specific social essence of each individual, that is, the essence of human beings. Therefore, human nature is not innate, but generated in social practice and constantly developing and changing. People living in different times have different social essence because of their different environment and social relations. In Marx's view, even people like Robinson are the products of social relations, and no one can exist in isolation without social relations.

Marx's scientific judgment on human nature contains rich ideological content at the same time: First, human's social attribute determines human nature, not his natural attribute. The reason why people living in nature are human lies in their unique social attributes, which is the biggest difference between people and animals. It is precisely because of social attributes that a person becomes a real person. Secondly, in reality, all the social relations that are directly and indirectly related to people determine the essence of people, not one aspect of social relations. In order to survive and develop, people must engage in social practice activities, and in this process, certain social relations will be formed. It is these complex social relations that finally shape the essence of human beings. Finally, human nature is concrete, not abstract, historical, not permanent. Social relations will develop with the development of practice, so human nature is constantly changing and developing.

1.2 Human needs are human essence
Marx said in Economic and Philosophical Manuscripts in 1844: "Everyone expects to make others have some new needs, so as to force him to make new sacrifices, so as to put him in a new dependent position and induce him to pursue a new enjoyment, thus falling into a new economic bankruptcy. Everyone tries to create a kind of dissident essential power that dominates others, so as to obtain the satisfaction of his own self-interested needs from it."[2] Human beings are social animals, and their survival and development depend on various relationships with the outside world. People
need to obtain living materials from the outside world in order to continue their development. In primitivism, the level of productivity was low, and there was no surplus of products produced, so there was no private ownership and no problem of who exploited who. The acquisition of social products depends on the common sharing and labor of primitive tribes. Only at the end of primitive society, private ownership appeared because of the improvement of productivity, especially in the technical improvement of food storage and access. The emergence of private ownership makes the nature of human alienation, people for the acquisition of social products depend on the exchange of products with others, everyone needs to exchange products with others, and deeply dependent on others.

Marx pointed out in German Ideology co-authored with Engels: "In any case, individuals always start from themselves, but because they are not unique in the sense that they don't need to have any relationship with each other, because their needs, that is, their nature, and the way they seek satisfaction, connect them (gender relations, exchanges, division of labor), they must have mutual relations. "[3] Marx has two understandings of the needs of "people". First, as a high-level animal, human beings have their natural attributes, which are the most basic needs for survival, such as eating, drinking, pulling and scattering. Second, as a social person, the most important thing is the social attribute, which is the realization of advanced needs after meeting the most basic survival needs, which is manifested in the extensive exertion of subjective initiative.

1.3 Social labor is the essence of human beings

Marx explained that labor is the essence of human beings in Economic and Philosophical Manuscripts in 1844: "Labor, a life activity and production and life itself, is just a means to meet a need, that is, to maintain the need of physical survival. And production is class life. This is the life that produces life. The whole characteristic of a species and the class characteristic of a species lie in the nature of life activities, while free and conscious activities are precisely the class characteristics of human beings. Life itself is only a means of life. "[4]

From this sentence, we can judge that Marx thinks that the essence of human beings is labor, and "free and conscious activities" here refer to human labor. Labor is the symbol that distinguishes man from animals. Human beings have self-consciousness because of labor, and self-consciousness and practice promote human beings to have socialized organization and production. The root of all these things puts man in class existence, and man is the existence of class. Although the Manuscript of Economics and Philosophy in 1844 is an unfinished work of Marx, Marx put forward the alienation of human nature in the manuscript. As a socialized existence, human beings have their own active consciousness, which actually shows that labor is the essence of human beings, because the labor process itself is the product of human beings' class consciousness.

2. THE REALISTIC ENLIGHTENMENT OF MARX'S THEORY OF HUMAN NATURE TO THE DEVELOPMENT OF SOCIAL SCIENCE

Marx's understanding of human nature is explored and explained from the perspective of philosophy, which is a systematic and theoretical world outlook. It is also methodology. Philosophy provides methodology for the development of social science. From the relationship between them, it is a dialectical relationship between general and concrete, special and universal. Marxist world outlook is the methodology guiding our research and innovation, so it is in a guiding position. As the carrier of research, social science research must accept the guidance of Marxist world outlook and be in a guiding position. Marxist theory of human nature endows social research with people's position and people-oriented research method, but in the concrete process, Marxist principles and viewpoints should be flexibly applied to the creation and study of social sciences.

2.1 Adhere to the people-oriented principle and the people first

Adhering to the people-centered ruling idea is an extension and continuation of Marx's theory of human nature, and it is also a realistic enlightenment of Marxist theory of human nature. It is of great significance to the social development, people's development and the realization of people's free and all-round development. The practical thinking of the ruling party performing its duties for the people is the biggest foundation for China to achieve great historical development achievements. Development is for the people, for all the people and for all the people.

2.2 Correctly understand the relationship between man and nature

Marx's theory of human nature emphasizes the difference between human beings and animals. Human beings are active and self-conscious. That is to say, people engaged in social science research need to set out from their own subjectivity and establish the idea of respecting nature and its laws. The ultimate goal of the development of social science is still to devote itself to the development of human society, and the research of social science should be based on correctly handling the relationship between man and nature. The development of social science should always grasp Marx's theory on human nature, learn and apply it flexibly, apply it to practice, test and develop it in practice, and make innovative contributions to the development of social science in China.

3. CONCLUSION

Marx's research on human nature is based on
criticizing and inheriting German classical idealist philosophers Hegel and Feuerbach. Marx developed the theory of human nature and obtained a scientific philosophical theory that can stand the test of practice. As for what is human nature, this paper makes a triple exposition that the sum of all social relations is human nature, human needs are human nature and social labor is human nature, and gives a materialist answer to this important historical view. These triple classical expressions also have methodological guiding significance for the development of social sciences in China. This requires Chinese social science researchers to handle the dialectical relationship between social science research and Marx's exposition on human nature on the fundamental basis of benefiting the people and taking root in the people, so as to make more outstanding contributions to social science research.

REFERENCES
Problems and Countermeasures for the Construction of College Ideological and Political Teachers Bases on Game Theory

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Abstract: In the present construction of college ideological and political teachers, there are phenomena such as insufficient attention and investment, resulting in the lag of teachers' construction, due to the deviation between work objectives and real internal drive. By constructing the tripartite game analysis model of colleges and universities, ideological and political teachers' management departments and teachers, this paper points out that the main factor hindering the construction of ideological and political teachers lies in whether colleges and universities and relevant departments pay enough attention to it, so as to give countermeasures.

Keywords: game theory; ideological and political curriculum; teachers; colleges and universities

INTRODUCTION

The key to running ideological and political courses well lies in teachers. Building an excellent teachers staff is the "nose of an ox" of running ideological and political courses well. In the process of teacher team construction, there is a "role" game between colleges and universities and ideological and political course teacher management departments and teachers, due to their different "objectives". Clarifying the above game relationship is important for understanding the problems of ideological and political course teacher team construction in colleges and universities. It is of great significance to solve the pain points and difficulties.

2. THE CURRENT SITUATION AND EXISTING PROBLEMS OF THE CONSTRUCTION OF IDEOLOGICAL AND POLITICAL TEACHERS IN COLLEGES AND UNIVERSITIES

At present, colleges and universities pay more attention to the construction of ideological and political teachers, and are committed to building a high-quality teacher team through talent introduction, increasing scientific research support, encouraging teaching reform and implementing special subsidies. However, in reality, there are some problems in colleges and universities, such as emphasizing academic qualifications and professional titles over actual performance, unreasonable age and professional title structure, lack of professional identity and so on. The main reasons are utilitarianism and formalism, lack of long-term planning, unscientific evaluation mechanism and so on.

3. GAME THEORY ANALYSIS

3.1 CONSTRUCTING GAME ANALYSIS MODEL

Colleges should establish a game analysis model between universities and departments, departments and teachers, teachers and teachers among universities, ideological and political course management departments (hereinafter referred to as "departments") and ideological and political teachers (hereinafter referred to as "teachers"). From the perspective of game theory, we can find the solution, by analyzing the operation mechanism of the internal game relationship. Theoretically, the equilibrium state is reached when neither party is willing to change the existing decision. It is assumed that the decision-making objectives of colleges, departments and teachers are "rational people" to maximize their own interests.

3.2 GAME ANALYSIS

On a game analysis model between universities and departments, colleges and universities are decision makers in the construction of ideological and political teachers. The department is specifically responsible for the daily management and training of teachers. Colleges and universities take the initiative in building a contingent of ideological and political teachers. Because colleges and universities pay more attention to professional construction and support for the construction of professional teachers, there may be some phenomena in the construction process, such as superficial attention, actual weakening, heavy layout and light implementation. Whether departments really do solid work in the construction of teachers depends largely on whether colleges and universities pay attention to it, and whether departments pay attention to it. In the game analysis, it is assumed that universities and departments can choose to "attach importance" and "not attach importance". There are four kinds of game relations...
between universities and departments. First, both universities and departments attach importance to it, and the income is \((G+\alpha B+\Delta C, B+\Delta C)\). Second, colleges and universities pay attention, but departments do not pay attention, and the income is \((G+\alpha B+\Delta C, B-\Delta C)\). Third, colleges and universities do not pay attention to it, but departments pay attention to it, and the income is \((G-\alpha B+\Delta C, B+\Delta C)\). Fourth, universities and departments do not pay attention to it, and the income is \((G-\alpha B-\Delta C, B-\Delta C)\). Among them, \(G\) refers to normal earnings obtained by colleges and universities; \(B\) refers to normal earnings obtained by the department; \(\Delta C\) refers to increased (or decreased) income when the department pays attention (or does not pay attention); \(\Delta B\) refers to the increased (or decreased) income when colleges and universities pay attention to (or do not pay attention to). When the department pays attention, the degree of attention brought by colleges and universities is \(0<\alpha<1\).

It can be seen from the above analysis: a. when both parties attach importance to it, the common income is \(G+B+\Delta B+\Delta C\). b. When colleges and universities pay attention and departments do not, the common income is \(G + B + \Delta B - \Delta C\). c. when colleges and universities do not pay attention and departments pay attention, the common income is \(G + B + \Delta B + (1+\alpha) \Delta C\). d. when both parties do not pay attention, the common income is \(G + B - \Delta B - \Delta C\). Among them, mutual benefit of \(\alpha\) is the greatest, that is, only both sides attach importance to it, the game relationship is best; \(\Delta B\) has the smallest common income, that is, when both parties do not pay attention to it, the common income is the smallest. In reality, the management and managed relationship between colleges and departments will lead to that whether the department attaches importance to it largely depends on the attitude of colleges and universities. There is often a positive correlation between them, that is, the more colleges and universities attach importance to it, the more departments attach importance to it, but otherwise. In the game model, the Nash equilibrium solution should be one of a and d, and colleges and universities play a leading role in the game.

On a game analysis model between departments and teachers, there is a long-term dynamic game relationship. There are four situations. First, teachers and departments attach importance to it, and the income is \((J+\Delta A, B+\Delta B)\). Second, teachers pay attention, but departments do not, and the income is \((J+\Delta A, B-\Delta B)\). Third, teachers do not pay attention, departments pay attention, and the income is \((J-\Delta A, B+\Delta B)\). Fourth, both sides do not pay attention, and the income is \((J-\Delta A, B-\Delta B)\). Among them, \(j\) is normal income obtained by teachers; \(B\) is normal earning obtained by the department; \(\Delta A\) is increased (or decreased) income when teachers pay attention to (or do not pay attention to); \(\Delta B\) is increased (or decreased) income when colleges and universities pay attention to (or do not pay attention to).

From the above analysis, e. when both parties attach importance to it, the common income is \(J+B+\Delta A+\Delta B\); f. When teachers pay attention and departments do not, the common income is \(J+B+\Delta A-\Delta B\); g. When teachers do not pay attention and departments pay attention, the common income is \(J+B-\Delta A+\Delta B\); h. When both parties do not pay attention, the common income is \(J+B-\Delta A-\Delta B\). The maximum common income of \(e\) should be the optimal solution in theory, that is, when both sides pay attention to it, the maximum income is the ideal state; \(h\) is on the contrary, its common benefits are the least; \(f\) and \(g\) are valued by only one party, and the common income is less than \(e\) and greater than \(h\). In reality, the department occupies a dominant position. If the department pays attention to it, teachers will generally pay attention to it to varying degrees, but it depends on whether the department management mode and evaluation mechanism are really linked to the vital interests of teachers, and whether a value recognition and benign competition atmosphere is formed. If the department does not pay attention, teachers do not pay attention. At this time, teachers may depend on the evaluation mechanism and work assessment principles formulated by the Department.

There is a game relationship between teachers. Whether each teacher attaches importance to the improvement of their own professional ability directly affects other teachers. Generally, when teachers make efforts and achievements in teaching reform or scientific research, they will have an impact on the choice of other teachers, form a demonstration effect and urge other teachers to make certain efforts. There is a positive correlation game relationship between them. Because the relationship is simple, this paper will not analyze it.

In the game relationship among the above three parties, universities and departments play a leading role in varying degrees. If colleges and universities take the fundamental task of building morality and cultivating people as the major work task and goal of colleges and universities, they will come up with specific policies, funds and staffing to urge departments to implement them in the construction of ideological and political teachers. Teachers are the protagonists of team building, that is, the managed and the beneficiaries. Colleges and departments should give teachers appropriate pressure to stimulate their enthusiasm and creativity.

4. POLICY RECOMMENDATIONS

4.1 TO DO A GOOD JOB IN TOP-LEVEL DESIGN AND SCIENTIFICALLY FORMULATE THE EVALUATION SYSTEM

Colleges and universities should formulate and promote the high-quality reform and innovation of ideological and political courses and the implementation plan of teachers' team construction in...
combination with national documents to form a guiding role. Teachers' teaching reform, scientific research achievements, curriculum construction and teaching quality evaluation are regarded as important contents for evaluating teachers' performance assessment and professional title evaluation and employment.

4.2 TO ORGANIZE PROFESSIONAL TRAINING AND CONTINUOUSLY IMPROVE TEACHERS’ QUALITY
Teachers should make good use of the national authoritative online lesson preparation platform to learn the high-level reports of famous teachers and experts. Colleges and universities should organize teachers to participate in teacher research and training, invite high-level experts to make reports, expand teachers’ vision, improve ideological cultivation and improve theoretical level.

4.3 TO CARRY OUT TEACHING AND RESEARCH ACTIVITIES
Teachers should take the teaching and research office as the unit to carry out daily collective lesson preparation according to the characteristics of different courses and teaching practice. Teachers also should give full play to the collective wisdom and strength, jointly discuss and exchange common problems in teaching, and improve the quality of lesson preparation. Colleges and universities actively carry out class listening and evaluation activities, organize teachers to listen to open classes and class evaluation activities, carry out teaching communication and reflection through class evaluation, and improve teaching ability.

4.4 TO DO A GOOD JOB IN TEACHING QUALITY ASSURANCE AND INCENTIVE MEASURES
Colleges and universities should implement the school leadership, supervision and attendance system, timely understand the teaching status of teachers, combine "supervision" with "guidance", and strengthen the monitoring of teaching and the guidance of teachers. Colleges should give full play to the role of student information and teaching evaluation, provide scientific research project support, set up ideological and political related topics in the topic guide of scientific research projects, and encourage teachers to carry out scientific research. Colleges also should set up a special fund for the construction of ideological and political theory courses to actively support the research and training of the teachers.

REFERENCES:
Countermeasures Study on the Challenges in Economic Development

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Abstract: The fifth plenary session of the 19th CPC Central Committee has pointed out the direction for China's future economic development. The 13th five-year plan has won a decisive victory and decisive progress has been made in building a well-off society in an all-round way. It should be completed on time. This is a solemn commitment to the people. At the same time, it has put forward a new development pattern with the domestic cycle as the main body and mutual promotion between domestic and international. It is an important choice under the influence of the current environment. The central economic work conference also defined the key tasks for next year's economic development, and insisted on expanding domestic demand as a strategic base point. Therefore, the discussion of demand-side reform has very important theoretical and practical significance, which helps to provide positive reference for China's economic development decision-making and promote the high-quality development of economy.

Keywords: demand-side reform; challenges; countermeasure research

INTRODUCTION
The fifth plenary session of the 19th CPC Central Committee has pointed out the direction for China's future economic development. The 13th five-year plan has won a decisive victory. We should adhere to the strategic basis of expanding domestic demand, accelerate the cultivation of a complete domestic demand system, organically combine the implementation of the strategy of expanding domestic demand with deepening supply-side structural reform, and lead and create new demand with innovation-driven and high-quality supply. [1] GDP is expected to exceed 100 trillion yuan this year. It is the only economy in the world that has achieved positive growth. Decisive progress has been made in building a well-off society in an all-round way and should be completed on time. This is a solemn commitment to the people. At the same time, it has put forward a new development pattern with the domestic cycle as the main body for the domestic and international mutual promotion. It is an important choice under the influence of the environment. The central economic work conference also defined the key tasks for next year's economic development, adhered to expanding domestic demand as a strategic base point, implemented the leading role driven by consumption, and promoted high-quality economic development.

2. OVERVIEW OF DEMAND-SIDE REFORM
The central economic work conference is a very important conference, especially when the current epidemic has not been completely solved, and the world has not developed specific drugs. Taking expanding domestic demand as a strategic base point and forming a strong domestic market is an important support for building a new development pattern. We must make effective institutional arrangements in reasonably guiding consumption, savings and investment. The most fundamental way to expand consumption is to promote employment, improve social security, optimize income distribution structure, expand middle-income groups and solidly promote common prosperity. We should combine expanding consumption with improving people's quality of life. Under the background of complex international environment and inactive domestic demand, we should take policies and systems as the "escort" of investment, so as to generate effective supply, create conditions for personalized, multi-level and all-round consumer demand, form benign interaction within the social system, improve the internal demand quality and momentum of the whole society, and form a self-reliance, high-quality and efficient internal circular economy. [2]

3. CHALLENGES IN BUILDING DEMAND-SIDE REFORM
3.1 IMPACT OF NEW TYPES OF DISEASES ON CHINA'S ECONOMY
Due to the impact of new types of diseases, it has had a great impact on China's economic development. In the past, many Chinese enterprises exported their own products to some European countries, such as the United States, Germany, Canada, France, Britain and other countries. However, it was in the case of the pandemic of this new disease that they chose to block the country, reduce the number of imports and personnel exchanges or reduce the spread of diseases as much as possible. Their practice has reduced the orders of our export enterprises. Some countries even cancel the orders, the export of enterprises decreases, and the income of enterprises decreases. At the same time, we have to choose layoffs to survive. It has also led to a reduction in employment.

3.2 THE INCOME OF CHINESE PEOPLE IS LOW
AND THE CONSUMPTION POWER IS INSUFFICIENT

Because of the spread of disease, many people in China observe home quarantine and can't go out to earn money. China has so many people, so many people need to make a living. About 600 million people have a monthly income of about 1000 yuan. Such income is difficult to live in some big cities and even rent a house. Because of this, many people earn less money, have low wages and low income. At the same time, they have little savings and have difficulty in survival. Therefore, they lack the motivation to consume.


As we all know, with the beginning of reform and opening up, China's coastal areas have opened up earlier and better than China's western regions in attracting foreign investment and developing economy. Therefore, the overall development level of China's eastern region is much higher than that of China's western region. This will lead to a corresponding income gap. For example, the minimum wage standard in Beijing and Shanghai is 1,900 yuan, while that in Guizhou and other places in the western region is 800 yuan. It inevitably leads to a regional gap between the rich and the poor. In Beijing and other cities, there are many people with a monthly salary of 10,000 yuan to 50,000 yuan; many entrepreneurs have an income of more than 100 million, and many billionaires, some even more than 10 billion yuan. In cities in the western region, many people have a monthly income of 3,000 yuan.

4. ANALYSIS OF THE REASONS FOR THE CHALLENGES FACED BY THE CONSTRUCTION OF DEMAND-SIDE REFORM

4.1 THE DISEASE LEADS TO THE REDUCTION OF ORDERS OF CHINA'S EXPORT ENTERPRISES

The impact of disease on the economy and production of Chinese enterprises is very obvious, especially the reduction of orders of export enterprises, which leads to many enterprises unable to produce. In other words, the products they produce can not be sold, so enterprises have no source of income, and there is no way to pay wages without source. This has caused a series of problems.

4.2 PEOPLE LACK SKILLS

About 900 million people live in rural areas and come from rural areas in China. Most of them basically farm in rural areas and lack knowledge and cultural background. They mainly work in factories and on construction sites. They choose to do some manual work to earn money. They lack skills. They earn money by manual work. The work they do is tired and heavy; they don't earn much money, and the salary is still low. Without living security, they have low savings capacity and lack the motivation and desire for consumption.

4.3 UNBALANCED INDUSTRIAL LAYOUT BETWEEN THE EAST AND THE WEST

The development of the eastern and western regions of China is unbalanced, or the layout of the industrial chain is unbalanced. Most of the eastern regions of China are high-tech industries, and there are many good technology enterprises, such as Huawei, Tencent, Baidu, etc. However, most of the enterprises in the western region are low value-added enterprises and some industry intensive enterprises. However, their production costs are high; their economic benefits are not very good and their profits are low. Therefore, ordinary workers working in them will get much less income and less wages, so they can not meet their own life and their pursuit and yearning for a better future, resulting in the gradual widening of the gap between the rich and the poor in the eastern and western regions.

5. COUNTERMEASURES FOR CONSTRUCTING CONSUMER-SIDE REFORM

5.1 TO EXPAND DOMESTIC DEMAND AND INCREASE EMPLOYMENT

Due to the reduction of export orders of many enterprises caused by disease, they have to choose to reduce the production of enterprises, and finally choose to lay off workers, or reduce the employment of workers to tide over the difficulties. Under such circumstances, the government should not sit idly by. It should go deep into enterprises to conduct investigation and research, mobilize various forces and resources to help these enterprises increase production and expand sales, focus on the production field of medium and low-end products, and accelerate the spillover of knowledge to labor-intensive production links, so as to accelerate the realization of the added value of medium and low-end products and effectively improve them, and create new supply for new market demand. This is an important strategic direction at the macro level. [3] So that enterprises can survive well. Only when enterprises can survive, can it be possible to continuously expand their production scale, increase output, and expand the employment of employees.

5.2 TO DO EVERYTHING POSSIBLE TO EXPAND RESIDENTS' INCOME AND IMPROVE THEIR CONSUMPTION CAPACITY

Income level is the source and core of consumption. Only when people's income continues to increase can people have confidence in their future life. We should do everything possible to expand the income level of residents, which can improve the minimum living security of residents, provide living subsidies to the people, carry out various transfer payments, provide skill training to the people and other measures, so as to continuously increase the income of residents and finally improve the consumption ability of residents.

5.3 TO NARROW THE INCOME GAP BETWEEN
RESIDENTS AND PROMOTE INDUSTRIAL COMPLEMENTARITY BETWEEN THE EAST AND THE WEST

The gap between the rich and the poor in the eastern and western regions is large, and various measures should be taken to further reduce and reduce the expansion of the gap between the rich and the poor. In particular, it can provide living subsidies to farmers in the western region, transfer industries in the eastern region to the western region, and improve the high added value of the western region, so as to improve the overall income level of workers in the western region and expand consumption. At the same time, colleges should carry out industrial upgrading in the eastern region to continuously meet the consumption needs of the rich in the eastern region, so as to realize the role of consumption in promoting economic growth.

REFERENCES:
On Innovating Ideological and Political Work of College Counselors in the Internet Era

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Abstract: Under the background of the Internet era, colleges and universities need to combine the ideological characteristics of college students and make full use of the advantages of the Internet to strengthen the ideological and political education of college students. As an important implementation subject of college students' ideological and political work, counselors need to keep up with the development trend of the times, innovate educational methods and improve college students' ideological and political quality.

Keywords: Internet; colleges and universities; instructor; ideological and political; innovate

INTRODUCTION
In the new era of rapid economic development and social change, college students have active thinking, are easy to accept new things, are good at exploration and innovation, and have distinctive personality characteristics. In particular, the wide popularization and application of the Internet has had a profound impact on the ideas of college students. However, the network is a "double-edged sword". Only by constantly strengthening college students' ideological and political ideas and guiding them to correctly apply the network, can college counselors avoid the negative impact of the network and maximize the positive value and efficiency of the network.

2. THE NECESSITY OF INNOVATION OF COLLEGE COUNSELORS' IDEOLOGICAL AND POLITICAL WORK IN THE INTERNET ERA
2.1 LARGE SCALE OF COLLEGE STUDENTS' NETWORK USERS
According to the relevant data of the Statistical Report on China's Internet Development, China's Internet users are mainly young people and middle-aged people. Among them, Internet users aged 10-39 account for 70.8%, and Internet users with college degree or above account for 20.6%. Most contemporary college students have been exposed to the Internet and new media since childhood, can skillfully use the network, and rely on the network to a greater extent. For example, college students generally use the Internet to query information, learn knowledge, expand their horizons, and also use the Internet for shopping, entertainment, entrepreneurship, social networking, etc. However, the network also hides many risks, especially the difficulty of network supervision, which makes college students with less social experience very vulnerable to the influence of network public opinion, which poses a threat to their ideological and political consciousness.

2.2 EXPANDING THE NETWORK EDUCATION CHANNELS OF IDEOLOGICAL AND POLITICAL EDUCATION
At present, most college counselors still focus on traditional thinking and mode in the process of carrying out ideological and political work, such as class meetings, heart-to-heart talks and so on. Although this relatively old way can guide college students closely, the content is boring and the form is too single. It is not conducive to stimulating college students' consciousness and initiative. The network platform can effectively make up for the shortcomings of the traditional model, and use the network communication methods interested by college students to carry out ideological and political education, such as mobile app, WeChat group, QQ group, campus network, forum, easy class platform, etc. It not only breaks through the limitations of time and space, but also creates a strong network ideological and political education atmosphere, which helps to enhance college students' ideological and political resistance.

2.3 ENHANCING THE EFFECTIVENESS OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION
Different from the traditional ideological and political education, the ideological and political education of college students relying on Internet technology effectively reduces the psychological distance between college counselors and college students, and helps counselors timely grasp students' ideological and political movements through websites, WeChat, micro-blog and other ways, so as to adopt more targeted education methods. It is of great significance to improve college students' ideological and political literacy. [1] At the same time, online education is more interesting and diverse. Taking the topics that college students are willing to accept as the starting point to carry out education can not only greatly improve the quality of education, but also stimulate its innovation.

3. PROBLEMS IN THE IDEOLOGICAL AND POLITICAL WORK OF COLLEGE COUNSELORS IN THE INTERNET ERA
3.1 COLLEGE COUNSELORS LACK ENOUGH
ATTENTION TO IDEOLOGICAL AND POLITICAL WORK

At present, the ideological and political education carried out by a considerable number of college counselors in China is a mere formality and has not produced substantive results. On the one hand, this phenomenon is due to the large business volume and heavy work tasks of counselors, who can not scientifically arrange their own time and energy; On the other hand, it is for that they are not aware of the changes of college students' ideological and political consciousness under the background of the Internet age and the great impact of new media on college students. As college students who are very vulnerable to the influence of network thoughts and public opinion, coupled with the hidden characteristics of network information, the ideological dynamics of college students are more difficult to control.

3.2 THE MODES AND METHODS OF COLLEGE COUNSELORS' IDEOLOGICAL AND POLITICAL WORK LAG BEHIND

Many of the existing college counselors are not proficient in the application of Internet technology. They only simply use chat software and picture processing. Courseware production is also the basic level, and they do not understand a series of new multimedia means. As a result, their work mode of ideological and political education is limited to tradition, which is difficult to effectively stimulate college students' interest in learning. In addition, some college counselors are good at taking advantage of network education, but they do not think and study carefully. The phenomenon of directional thinking is very common, which leads to the failure of college students' learning subjectivity. Nowadays, college students are good at accepting new things, and there are many software in their mobile phones that counselors don't understand or even have never used. Therefore, in order to understand and grasp the ideological and political dynamics of college students in an all-round way, we must constantly upgrade counselors' Internet application skills and new media gymastics technology.

3.3 THE IDEOLOGICAL AND POLITICAL WORK OF COLLEGE COUNSELORS LACKS THE ABILITY OF RESOURCE INTEGRATION

Some college counselors have gradually formed a set of practical and relatively mature skills and experiences in ideological and political education after a long term work. They also publish micro texts and blog articles frequently, create their own platform for WeChat official account, publish positive network public opinion for social focus or hot issues, and actively guide college students' ideological tendency. A benign interaction mode between teachers and students has been formed. However, because the whole work mainly depends on its personal strength and lacks the ability to integrate various resources such as schools and families, the influence of ideological and political education is also greatly limited.

4. INNOVATIVE MEASURES OF COLLEGE COUNSELORS' IDEOLOGICAL AND POLITICAL WORK IN THE INTERNET ERA

4.1 TO STRENGTHEN THE IMPORTANCE OF COLLEGE COUNSELORS TO IDEOLOGICAL AND POLITICAL EDUCATION

First of all, college counselors need to realize that ideological and political education is an important part of college students' education. Only by doing well in ideological and political education can we cultivate qualified talents for the country, the nation and the society. Secondly, college counselors should attach great importance to the influence and force of network in ideological and political work. In the Internet age, college counselors can better grasp the ideological status of college students and realize the correct guidance and cultivation of college students' values only by establishing a correct network cognition and constantly updating their working methods and ideas. [2] Third, college counselors should follow the viewpoint of democratic education. College counselors need to respect the ideas of college students, communicate with college students from an equal perspective, find hidden dangers in time, solve problems at the source, give correct guidance in real time, and strengthen the ideological defense line of college students.

4.2 TO IMPROVE THE NETWORK IDEOLOGICAL AND POLITICAL EDUCATION ABILITY OF COLLEGE COUNSELORS

The rapid development of network technology poses a challenge to the knowledge and technology of college counselors. Only by constantly updating their own knowledge system and network application technology, can they calmly deal with the ever-changing network environment and keep up with the ideological state of college students. First, college counselors need to strengthen political consciousness. We should enhance our ability to resist corruption and prevent corruption, shield the wrong expression of the Internet, maintain the advanced nature of ideological and political levels, and do the role models and guides of college students. Second, college counselors should strengthen legal awareness. College counselors should improve their ability to identify the true and false, monitor the network behavior of college students, pay attention to the cultivation of network "opinion leaders", and effectively prevent the emergence of reactionary speech and network violence. Third, counselors should strengthen network application skills. They should pay attention to the interests and concerns of college students, learn and understand in time, use the new media means commonly used by students, be able to make micro videos, actively broadcast live the ideological education, timely share online review articles, enrich educational channels, use the network
In short, as the implementer of college students' ideological and political education, college counselors have an irreplaceable function and role in the cultivation of college students' ideological and political quality. Especially in the Internet era, the development of college counselors' ideological and political work needs to keep pace with the times on the one hand, and start from the actual needs of college students on the other hand. It requires college counselors to make full use of the advantages of the times, innovate ideological and political education, improve the effectiveness of ideological and political education, and further consolidate college students' ideological and political beliefs.

REFERENCES:
Brief Analysis on the Moral Education of Class Teachers in Primary School

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Abstract: The class teacher is the main person in charge and implementer of school moral education. Primary school is an important stage for students to form a correct outlook on world, life and values. The class teacher of primary school is the main person in charge of primary school moral education. This paper expounds the basic theory of primary school class teachers' moral education, analyzes the current problems and strategies, and details the cases of the author's moral education in primary school.

Keywords: primary school; class teacher; moral education

1. THE MEANING OF MORAL EDUCATION
In the book The Principles of Moral Education In School, Professor Chuanbao Tan believes that "moral education is an education to cultivate students' moral character and a value guiding activity to promote the independent construction of individual morality." [1] Broadly speaking, moral education refers to the activities of moral education for social members, which is purposeful, planned and systematic. From a single point of view, moral education refers to school moral education, that is, educators transform certain social thoughts and moral consciousness into educatees' own ideological and moral activities according to the requirements of society and the goal of school moral education. [2] In schools, moral education is generally carried out in the form of moral education curriculum.

2. THE SIGNIFICANCE OF PRIMARY SCHOOL CLASS TEACHERS' MORAL EDUCATION
The practical implementation of moral education can help students establish a correct moral outlook, cultivate good behavior habits, form a noble emotional attitude and shape a healthy personality. Primary school head teachers' moral education is not only guiding the healthy growth of students and transforming moral theory into internal quality, but also promoting the development of social construction in a positive direction. [3]

2.1 IT IS CONDUCIVE TO THE CONSTRUCTION AND ORGANIZATION OF CLASS GROUPS
The basic unit of moral education in schools is the class collective. In the formation of class collective, strong leadership core, correct public opinion and excellent class style are the key. When pupils first entered the campus, they had a vague concept of class collective, influenced by the law of physical and mental development. Therefore, after they enter school, they can continuously deepen their understanding of the class and enhance their sense of responsibility for the class. On the premise of obtaining moral cognition, students can also correctly deal with different interpersonal relationships within the group, make the relationship within the class increasingly harmonious, and then promote the formation of a harmonious campus.

2.2 IT IS CONDUCIVE TO PROMOTING THE HEALTHY GROWTH OF STUDENTS
Moral education in schools is conducive to students' formation of correct ideology, positive spiritual motivation and mobilization of students' subjective initiative. Moral education is conducive to stimulate students' enthusiasm in the face of difficulties, improve students' ability to deal with problems, and make non intellectual factors play a potential role. When students can face and deal with difficulties, their interest in learning will be stronger. Thus, under the guidance of correct moral consciousness, students can achieve healthy and all-round growth.

2.3 IT IS CONDUCIVE TO THE SCIENTIFIC DEVELOPMENT OF CLASS TEACHER'S WORK
The work of class teacher is not only a complex and trivial work, but also an important work related to the development of students. On the premise of understanding the law of pupils' physical and mental development, the class teacher should integrate the concept of moral education into the details of work, improve students' recognition of the class teacher's work, promote students' cognition and experience of morality, make them actively manage themselves and actively participate in class management, so as to realize the scientific development of the class teacher's work.

3. PROBLEMS IN MORAL EDUCATION OF PRIMARY SCHOOL CLASS TEACHERS

3.1 SINGLE METHOD OF MORAL EDUCATION
When primary school class teachers carry out moral education, the most commonly used ways are personal conversation and other verbal communication, but the impact often varies from person to person. For a self disciplined student, a conversation may have a sense of "awakening to the truth"; for a child with weak consciousness, a conversation may become "floating clouds". Especially young students, when receiving a single persuasion education, it is often difficult to have emotional resonance with the class teacher, but it will cause repulsion feelings.

ACADEMIC PUBLISHING HOUSE
3.2 THE CONTENT OF MORAL EDUCATION IS NARROW

When choosing the content of moral education, some head teachers will have two extremes. One is that the class teacher puts the focus of moral education on students' code of conduct, such as "how to abide by discipline", "how to treat learning tasks" and so on. The other is to just stay in the teaching materials of moral education, teach the theoretical knowledge of moral education, and ignore the actual situation of primary students. The narrow cognition of the choice of moral education content is caused by the class teacher's vague understanding of the definition of moral education, which is simply come down to "discipline" or "politics".

3.3 THE ENTHUSIASM OF MORAL EDUCATORS IS LOW

From the perspective of social history, there has been a phenomenon of "emphasizing intelligence over morality" in school education. Parents value material rewards over spiritual encouragement. [4] In the process of class management, primary school class teachers pay attention to subject achievements, weaken moral education and reduce moral education time. Especially young teachers, they spend too much time and energy on teaching and the routine management of classes. The understanding of moral education stays at the level of "don't let children make mistakes", and little consideration is given to influencing children's behavior through moral education.

3.4 THE PARTICIPATION OF MORAL EDUCATORS IS NOT HIGH

Because primary students are young and their thoughts are not yet mature, many students just listen to the class teacher and rarely take the initiative to participate in moral education, such as the implementation of class rules and regulations, the selection of class cadres, etc. These things seem to have nothing to do with moral education. In fact, they are the expression of class democracy, the expression of students' collective consciousness, and also the way to shape a beautiful personality.

4. STRATEGIES OF MORAL EDUCATION OF PRIMARY SCHOOL CLASS TEACHERS

4.1 TO IMPROVE THE MORAL EDUCATION ABILITY OF CLASS TEACHERS

The ability of class teachers' moral education directly affects the efficiency of moral education. First of all, class teachers should uphold the concept of building morality and cultivating people, actively improve their knowledge literacy of moral education, reasonably treat discipline teaching and class teachers' moral education, actively pay attention to the cultivation of students' outlook on world, life and values, and closely connect moral education with discipline teaching. At the same time, the class teacher should also grasp the details of management work, such as cultivating excellent class cadres and giving full play to the power of role models and idols. The class teacher should make use of every class activity, be good at integrating moral education into daily life with students.

4.2 TO RESPECT THE SUBJECT STATUS OF THE OBJECT OF MORAL EDUCATION

Teacher-student relationship refers to the mutual relationship between teachers and students in the process of education and teaching. It is the most basic relationship in school life. When facing the individual students, the class teacher should approach the students, understand the students and know the moral education needs of children in different grades of primary school, so as to carry out moral education more accurately. On the basis of respect, we should learn to trust and appreciate students, take communication as a bridge and real life as teaching materials, avoid building moral education on the inanition surface and carry out it "affectionate and interesting" and "true and real", so as to make the moral education of class teachers go smoothly and make moral education a kind of education that students are willing to accept.

4.3 TO STRENGTHEN THE LINKAGE BETWEEN HOME AND SCHOOL

With the development of the times, close cooperation between family education and school education can better promote the healthy growth of primary students. When carrying out moral education, primary school class teachers should take the initiative to contact parents and seek work support. First of all, you can use various communication channels. In addition to the traditional face-to-face communication, parents can directly feel the class teacher's intentions. You can also use QQ, Wechat and other chat software to record students' small moments at school, so that parents can really feel their children's performance at school. When communicating, we should pay attention to art and not talk about problems. We should also praise and encourage children in time, and fully mobilize parents' enthusiasm and initiative to support the moral education of class teachers.

4.4 TO CARRY OUT VARIOUS FORMS OF MORAL EDUCATION ACTIVITIES

When the class teacher carries out the moral education of primary students, it is not enough to teach ideological and moral theoretical knowledge, but to combine theory with practice, so as to implement the correct moral consciousness. At the same time, combined with pupils' understanding of theoretical knowledge and their interest in practical activities, class teachers can carry out relevant theme activities in combination with the focus of moral education. For example, in order to enhance students' awareness of environmental protection, students can be organized to watch documentaries on the theme of environmental protection, understand the source of waste materials, and carry out transformation...
activities of "turning waste into wealth".

5. CONCLUSION
Education in primary school is the key to the all-round development of individuals. The moral education of class teachers can help students form good learning habits, moral cultivation and ideological quality, which is conducive to their future development. Therefore, primary school head teachers should pay attention to moral education, understand the significance of moral education, and adopt correct and scientific moral education methods for the existing moral education problems, so as to continuously improve the efficiency of moral education.

REFERENCES:
New Characteristics of Artwork Consumption in the Mid and Late Ming Dynasty

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Abstract: Artwork consumption is both material and spiritual consumption. Material is the carrier of art, and consumers get spiritual enjoyment. In the mid and late Ming Dynasty, people appeared new characteristics in artwork consumption, such as aesthetic diversification of consumption, artistry of consumption and specialization of appreciation consumption, with the rapid development of commodity economy and abundant material wealth. According to their own preferences, consumption purposes and risk avoidance, people promoted art consumption to develop in a new direction and affected the trend of social life and culture.

Keywords: artwork; the mid and late Ming Dynasty; consumption; new characteristics

INTRODUCTION
The commodity economy flourished in the mid and late Ming Dynasty. People began to pursue spiritual prosperity while meeting their material life. As a result, cultural consumption began to flourish and the artwork market began to prosper. With the passage of time, in the process of artwork consumption, new characteristics such as consuming aesthetic diversification, communication consumption artistry and appreciation consumption specialization begin to appear. The emergence of new characteristics affects the trend of social life and culture.

2. CONSUMING AESTHETIC DIVERSIFICATION
With the progress of technology, the categories of artworks in the mid and late Ming Dynasty gradually diversified. There are mountains, water, bamboo, trees, orchids, stones, figures, birds and beats, halls, wooden houses, Buddha statues, etc; Strange stones include stone screen, stone base, stone couch, etc; The articles include porcelain, bronze, gold and silver, wine, wood, etc. Artwork has the basic attributes of ordinary goods, both use value and value. However, the use value of artworks is mostly reflected in the spiritual level. The purpose of consumers' purchase is to meet the spiritual needs. Therefore, consumers' consuming aesthetic diversification has the following four ways of expression.

First, people like ancient objects. The literati in the Ming Dynasty were influenced by the works of the ancients and addicted to antiques, such as learning to read ancient books and imitate ancient paintings. In the consumption of artworks, a good ancient style guided by scholars is rising. If Yu Yonglin buys paintings, they must be the works of Wang Wei, Fan Kuan, Mi Yuanzhang, Su Dongpo and Zhao Ziang. [1] Second, people like special, rare and uncommon artworks. People often call uncommon, rare and artistic works "strange" art, such as rare size, different colors and anthropomorphic shape. Third, people advocate elegant, gentle and noble artworks. The development of Jiangnan towns in the mid and late Ming Dynasty and the influence of commercialization and secularization made the citizen class understand and distinguish between elegance and customs. The pursuit and consumption of elegance is not only a preference, but also a symbol of identity. Fourth, people like contemporary art. The pursuit of works of art in the Ming Dynasty is mainly reflected in the praise of utensils. For example, according to Shen Defu, the famous Xuande copper wares of the Ming Dynasty and the porcelain of Yongle and Chenghua periods are very famous from ancient to modern times. [2]

3. COMMUNICATION CONSUMPTION ARTISTRY
Communicative consumption refers to the consumption carried out by people for social activities. It is a kind of consumption behavior to achieve practical communication results. The gift of interpersonal communication should not be too tacky or too expensive. Artworks are investment and appreciation. As gifts, artworks can show their own "affinity" and enable both parties to achieve a certain degree of spiritual fit, which opens a channel for communication between people.

First of all, people give the artworks to friends. Gifts are mostly symbols of friendship or recognition of common artistic preferences. The picture of Ni Zan's Five Nests and Trees was originally Fan Weishou's collection. Later, Fan Weishou gave it to Zhan Jingfeng because he liked it. Then, the remuneration for a writer, painter or calligrapher is necessary. In the Ming Dynasty, people entrusted to write articles need to pay the remuneration, which refers to the remuneration received by ancient scholars for creating poems, inscriptions, calligraphy and paintings for others. When people who know or don't know each other entrust literati, officials and scholars to write articles, they need to be paid. In order to make the creator pragmatic and dedicated in the creative process, the reward is usually the good thing.
for the retoucher, such as calligraphy and painting, antiques and potted plants. Finally, tasteful bribery is necessary. According to the biography of the Shang Dynasty, the difference between the scholar bureaucrats of the Ming Dynasty and the past lies in "pursuing new cultural enjoyment to meet their expanding desire." [3] Bureaucrats' taste for elegance and antiquity turned into a strong desire for possession, which led to "elegant bribery". Dr. Cui Zujing pointed out that "elegant bribery" is essentially a kind of bribery, which is more deceptive and concealed than vulgar bribery. However, from the perspective of art, the emergence of "elegant bribery" is an expression of artistic ecology, which has an inseparable relationship with all aspects of art. [4]

4. APPRECIATION CONSUMPTION SPECIALIZATION

The artistic literacy of art consumer groups in the Ming Dynasty was not high as a whole, and buyers mostly followed suit. According to the Qinghe Calligraphy and Painting Boat, Zhang Chou has fewer people who really identify works of art such as qin (a seven-stringed plucked instrument in some ways similar to the zither), inkstone, copper, jade and earthenware. As for the identification of calligraphy and painting, there is none of million. [5] In the face of the proliferation of counterfeits in the art market, buyers need to have professional knowledge and discernment to promote the specialization of appreciation and consumption, in order to reduce the consumption risk.

First of all, professional identification requires certain theoretical knowledge. A large number of books appeared in the mid and late Ming Dynasty to discuss the identification of works of art such as calligraphy and painting, stone inkstone and utensils. The authors summarize the experience of previous generations in identifying works of art, combined with their own views, and provide consumers with some experience and reference in the form of words. The printing industry was developed in the Ming Dynasty, and it was mostly concentrated in the Jiangnan area at that time. There were shops, stalls, boats and other places to sell books, so it was easier to buy books. It is convenient for consumers to make relevant inferences according to the contents of the book. Secondly, professional identification requires rich experience. When consumers buy art, they also need to broaden their horizons by watching, reading and playing, in addition to theoretical knowledge. People go out of their collections, circulate, watch and evaluate artworks to each other, so as to improve their horizons and experience. Finally, the appreciation circle can provide professional appraisal experience. In the mid and late Ming Dynasty, busybodies often carried out "refined things for people to enjoy fair", in which people talked about appreciation experience, appreciation methods and appreciation details, so as to improve their appreciation ability.

5. MARKETIZATION OF INVESTMENT AND CONSUMPTION

Because art itself has a certain value, it is regarded by consumers as the best choice for investment and preservation of value in the process of people's consumption. Therefore, the market began to invest and consume works of art.

The first is consultant investment. Consultants are connoisseurs. They are not only knowledgeable and experienced, but also have a certain influence in the art circle. According to the Junxuan Secret Record of the Qing Dynasty, Dong Qichang made statistics on the appreciation experts in the mid and late Ming Dynasty, including Ni Zan, Liao Yingzhong, Zhang Boyu, Lu You and Yang Hou. The appreciation authority becomes an art appraisal consultant to help consumers identify the authenticity of works of art and provide certain identification opinions. For example, antique dealers and decorators often engage in the sale and repair of artworks. They are more professional in both experience and theoretical knowledge. The connoisseur can identify the authenticity, evaluate the price and recommend the genuine products.

The second is to maintain and increase value. It is particularly important to preserve the value of artworks. For example, the mounting of calligraphy and painting is to prevent the damage of paintings caused by moisture, insects, ants, water and fire. Excellent decoration craftsmen not only keep the calligraphy and painting well, but also make the calligraphy and painting with higher price. [6] In addition, calligraphy and painting inscriptions and postscripts can also add value. Most of the inscriptions and postscripts are left by ancient and modern masters appreciating calligraphy and painting, and the quality can also affect the works. The value-added effect of the inscriptions and postscripts is more directly reflected. For example, Li Rihua said that Li Jue brought the picture Wangchuan Villa into the capital to be appreciated and identified by famous generals, and the price immediately increased ten times. [7]

6. SUMMARY

In the mid and late Ming Dynasty, art consumption appeared four new characteristics: consumption aesthetic diversification, communication consumption artistry, appreciation consumption specialization and investment consumption marketization. They all show the prosperity of art trade. In the process of art consumption, people began to pay attention to identity, elegance, vulgarity, authenticity and other factors, pay more attention to the spiritual enjoyment, social utility and investment return brought by art consumption, and develop from single preference to diversified consumption. This change not only reflects the rapid development of art market, but also shows the change of social consumption culture, which is worthy of in-depth
thinking.

REFERENCES
Management Dilemma and Countermeasures of Special Education Public-funded Oriented Normal Students in Normal Universities

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Abstract: Public-funded oriented normal students enjoy policy rights and interests and fulfill their obligations at public expense, mainly from poor families. The existence of public-funded oriented normal students lies in the problems of the lack of solid acquisition of professional knowledge, insufficient acquisition of professional skills, low participation of students in extracurricular activities, teachers' weak professional affection and so on. This paper puts forward improvement strategies from the perspectives of psychology, pedagogy, management and sociology.

Keywords: public-funded oriented normal students; professional affection; occupational belief

INTRODUCTION
The policy of public-funded normal students is an extension of the original policy of tuition-free normal students. The service life is changed from more than 10 years of primary and secondary education to six years, and from two years of service in rural compulsory education schools to one year of service in rural primary and secondary schools. The policy of public-funded normal students is an important measure to solve the construction of teaching staff and attract more excellent talents to engage in the teaching industry.

2. CHARACTERISTICS OF PUBLIC-FUNDED ORIENTED NORMAL STUDENTS
2.1 CONCEPT
Public-funded oriented normal students is a model of public expense normal students. There are three types of public-funded oriented normal students, namely, the five-year junior college level pre-school education starting from junior middle school, the four-year undergraduate level education starting from the senior high school, and five-year junior college level elementary education (general subjects) starting from junior middle school. The public-funded oriented normal students refer to the students of Guangdong universities at the four-year undergraduate level starting from the senior high school, mainly including the majors of music, art and sports in the stage of preschool education, special education, primary education (general subjects) and compulsory education. [1] In this paper, the public-funded oriented normal students refer to the public expense oriented normal students of special education.

2.2 CHARACTERISTICS
Compared with non-Public-funded normal students, public-funded normal students should not only enjoy the rights given by the policy, but also fulfill the corresponding obligations. During the years of study, students in public-funded normal schools can enjoy the right of tuition waiver and free accommodation, and can receive a living allowance of 8,000 yuan for 10 months a year. [2] After graduating from university, these students teach in the targeted public schools. There are posts. It is no need to apply for and find a job everywhere. Public-funded oriented normal students should also fulfill their corresponding obligations. They should serve in oriented schools for six years, and should first serve in rural primary and secondary schools for one year. Public-funded oriented normal students cannot apply for off-duty postgraduates before graduation and within the service period. After the end of the service period, they can apply for a master of on-the-job education. It is necessary for these teachers to clarify the rights and obligations given by the policy to public-funded oriented normal students.

The policy of public-funded oriented normal students aims to attract more excellent high school students to participate in normal education and serve grass-roots elementary education, especially rural elementary education. High school students who choose to apply for oriented Public-funded normal students are mainly in where the oriented school is located. These students mainly come from poor families, and even some are left-behind children. Their parents go out to work and grow up with their grandparents. Some public-funded normal students get less family care, psychological sensitivity and self-confidence. When facing new things, they will dare not try. It is necessary for colleges and universities to give public funds to targeted normal students in terms of policies and psychological counseling for poor students.

3. MANAGEMENT DILEMMA OF PUBLIC-FUNDED ORIENTED NORMAL STUDENTS
3.1 THE PROFESSIONAL KNOWLEDGE
ACQUISITION OF PUBLIC-FUNDED NORMAL STUDENTS IS NOT SOLID

Part of the public-funded oriented normal students learned that they would have the staffing and distribution of education posts in the future, so they were relaxed in their study. Especially in the process of group cooperative learning, some students do not speak, cooperate or participate. In the process of learning professional knowledge, they did not focus on learning. The acquisition of discipline and professional knowledge is insufficient, and there is little extracurricular knowledge. The professional talent training program of general schools stipulates that the passing mark of the course is 60-70 points, while the public-funded oriented normal students do not fail the course, which meets the minimum standard. That is, it does not violate the provisions of the tripartite agreement. The narrow vision of professional knowledge and education will lead to knowledge and common sense mistakes in education and teaching after work. [3] Most public-funded oriented normal students lack clear career planning.

3.2 THE ACQUISITION OF PROFESSIONAL SKILLS OF PUBLIC-FUNDED NORMAL STUDENTS IS INSUFFICIENT

The majors of public-funded oriented normal students mainly include preschool education, special education and primary education (general subjects). These majors require solid teachers' professional skills, such as “brush, chalk, pen and Mandarin Chinese” skills, teaching plan design skills, lecture skills, manual production skills and courseware production skills. These skills are the basic ability of teachers to teach and affect the teaching effect. It also affects the image of teachers. In addition to acquiring the above teacher skills, the public-funded oriented normal students majoring in special education also need to learn to formulate the individualized Education Plan for special education students and learn to deal with the problem behavior of special children. These skills need to be learned and skillfully used by public-funded normal students in four-years study in the university. The participation of public-funded oriented normal students in professional skill training and competition is not high. Lack of skill acquisition will also lead to difficulties for public-funded normal students in grass-roots education.

3.3 THE PROFESSIONAL AFFECTION OF TEACHERS DIRECTED TO NORMAL STUDENTS AT PUBLIC EXPENSE IS NOT FIRM

Professional affection is a kind of deep emotion for teachers' profession and one of the mature signs of teachers' specialization. There are three conditions for the registration of public-funded oriented normal students. First, they participate in the college entrance examination and their scores reach the score line of the colleges and universities; Second, voluntarily engage in education for a long time; Third, students need good health. When some students choose the public-funded oriented major, they listen to the suggestions of their parents. The teacher industry is stable, but is not at the students' own will. Although some public-funded oriented normal students choose the normal major, they feel that the salary of the teacher profession is low, and they are unwilling to engage in the teacher profession. There are also some public-funded normal students who refuse to teach in rural primary and secondary schools. The lack of professional affection leads to the low professional identity of public-funded normal students. Professional identity is a dynamic countermeasure, which is a familiar and recognized attitude of teachers towards the profession they are engaged in. [4] The professional identity of public-funded oriented normal students is also reflected in whether they are willing to teach in oriented schools. The professional identity of some public-funded oriented normal students is low.

4. STRENGTHENING THE MANAGEMENT COUNTERMEASURES OF PUBLIC-FUNDED ORIENTED NORMAL STUDENTS

4.1 TO IMPROVE LEARNING MOTIVATION BY ACTIVE PSYCHOLOGICAL COUNSELING, FROM THE PERSPECTIVE OF PSYCHOLOGY

Most public-funded normal students come from poor families, and some public-funded normal students are psychologically sensitive and not confident. This has a great relationship with the recognition of self-worth of the students. Students' professional affection and teachers' professional identity are not firm, which are caused by many reasons, but they are fundamentally related to teachers' wages. It is necessary for colleges and universities that train public-funded oriented normal students to explain clearly that the salary of elementary education at the grass-roots level has increased rural subsidies, which is higher than that of local cities and towns. In addition, the Ministry of Education requires all localities to vigorously implement that the salary income of teachers is not lower than or higher than that of local civil servants. A clear guarantee of salary income is helpful to strengthen the professional sentiment and professional identity of teachers.

4.2 TO BUILD A SKILL PLATFORM AND CONSOLIDATE PROFESSIONAL ABILITY, FROM THE PERSPECTIVE OF PEDAGOGY

Learning is a process of active construction. Colleges and universities that train public-funded oriented normal students should build a platform for a series of teacher skill competitions, encourage students to participate and improve their professional skills in teaching. It can build a skill system of five modules: teaching skills, practical skills, language skills, artistic skills and teacher image. There are ten major projects: teaching designing competition, speech competition, teaching plan design competition,
lecture competition, courseware making competition, bilingual teaching competition, manual production competition, manual newspaper design competition, teacher image design competition and talent competition. It can comprehensively improve the teaching skills of the normal students.

4.3 TO PLAN STUDENTS’ CAREER AND STRENGTHEN THEIR PROFESSIONAL FAITH, FROM THE PERSPECTIVE OF MANAGEMENT

Colleges should guide students to make career planning, establish educational beliefs and strengthen professional beliefs. Karl Theodor Jaspers once said that "education must have faith. Without faith, it will not be education, but just teaching technology". Educational belief is a sense of responsibility and identity, which helps to stimulate the learning motivation of public-funded normal students. [5] Colleges and universities that train Public-funded oriented normal students set up career planning courses, strengthen contact with the education departments or schools targeted by public-funded normal students, establish a "double tutor system", clarify the required teacher quality, and promote the students to master advanced educational ideas, educational methods and educational reform spirit as soon as possible. The career planning of public-funded normal students can be divided into short-term planning and long-term planning. First, colleges should plan how to complete the six-year service period with high quality, and then plan the life planning after completing the service period.

4.4 TO STRENGTHEN SUPPORT AND STRENGTHEN PROFESSIONAL AFFECTION, FROM THE PERSPECTIVE OF SOCIOLOGY

The formation of teachers' professional identity is based on the correct guidance and strong support of colleges and universities. [6] Some public-funded oriented normal students listen to their parents' suggestions and choose the public-funded oriented normal majors before they have a clear understanding of the related policy. After obtaining the admission qualification, the public-funded oriented normal students sign a tripartite agreement with the education department and the school. It is necessary for the school to explain the contents of the agreement to all public-funded normal students in detail, so that they can clarify their responsibilities and stimulate their learning motivation.

5. CONCLUSION

To sum up, there are some problems in the management of public-funded oriented normal students. They need active psychological counseling, improve learning motivation, build a skill platform, strengthen skill training, plan their career, strengthen their professional beliefs, increase support and strengthen their professional affection.

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REFERENCES:
Analysis on the Combination of Financial Management and Asset Management in Colleges and Universities from the Perspective of Internal Control

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Abstract: With the continuous development of society, the importance of the construction of colleges and universities is increasing. Financial Management and asset management are highly valued by colleges and universities. As an important place to cultivate students' professional ability and to transfer talents to the society, the combination of financial management and asset management plays a key role in the construction of colleges and universities. Based on this, this paper focuses on the analysis of the combination of financial management and asset management from the perspective of internal control in order to better integrate financial management and asset management.

Keywords: Internal Control Perspective; University; Financial Management; asset management; combination analysis

INTRODUCTION

Under the New Era background, each university has the remarkable development effect in the education work, but in the university’s development process, the university’s asset has been expanded to a certain degree. However, it brings some difficulties to the asset management as well as the expansion of the asset management in colleges and universities. From the aspect of financial management, it plays an important role in the asset management of colleges and universities, and it is also an indispensable part in the asset management of colleges and universities, colleges and universities must constantly promote their own management work, and the key way to promote the management work is to promote the combination of financial management and asset management in colleges and universities. Only in this way can we better promote the development of college education work, therefore, how to better promote the financial management and asset management, and explore effective strategies, is the primary work of colleges and universities.

1. SUMMARY OF FINANCIAL MANAGEMENT AND ASSET MANAGEMENT IN COLLEGES AND UNIVERSITIES

Higher Education has a key influence that can not be ignored in China’s education system, and it is also one of its important components. In recent years, various universities have been expanded to a certain extent, and the scale of development can also be significantly expanded, and to promote their own education work has a key impact, but at the same time, the rapid development of the university management work to bring heavy pressure. Therefore, promoting the combination of financial management and asset management has become an important task for colleges and universities at this stage. From the aspect of financial management, colleges and universities need to make use of the limited educational cost to maximize the educational effect, so financial management plays a key role in intervening and controlling the educational cost. In the process of the actual management of colleges and universities, we should not only pay attention to the problems of education cost and education expense, but also pay attention to the problems of education expense. Therefore, with the expansion of the scale of colleges and universities, the problems in financial management have gradually begun to become obvious, and the difficulty of management has also increased. Therefore, colleges and universities must take their own actual situation as the foundation, after analyzing the problems existing in the management work, thus obtains the scientific and reasonable management strategy, in order to better play the financial management in the university education in the important role.

From the aspect of asset management, if colleges and universities want to carry out education work better, they must manage, utilize, plan, deal with and coordinate their own assets, as a result, it brings a certain degree of difficulty to the university’s asset management work, and has a negative impact on the development and expansion of the university’s education work and scale. Therefore, how to carry out the asset management work in a more scientific and reasonable way, and then effectively promote the university education work, then becomes the
university important work content.

2. THE SIGNIFICANCE OF THE COMBINATION OF FINANCIAL MANAGEMENT AND ASSET MANAGEMENT IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF INTERNAL CONTROL

Under the background of the new era, influenced by the thinking of internal control management, colleges and universities pay more attention to the combination of financial management and asset management, better promote the development of financial management and asset management, and effectively promote the development of higher education.

From the point of view of the combination of financial management and asset management in colleges and universities, its key significance mainly manifests in three aspects: the first aspect is that it can effectively optimize and perfect the allocation of resources in colleges and universities, it can not only play the role of financial management and management in the management of colleges and universities, that is, integrate the income and expenditure of funds in colleges and universities, but also take this as the basis and combine the actual conditions of colleges and universities, the significance of carrying out the optimization of the allocation of university resources lies in the effective improvement of the utilization rate of university assets. The second aspect is that it can effectively improve the internal management and control ability of universities, the internal control ability puts forward the more strict work request to each university, and becomes in the university internal control the irreplaceable important component, therefore unifies the financial management and the asset management to become the most important. From the perspective of Work Quality, the quality of work obtained by carrying out the work of financial management and the work of asset management is lower than that of combining financial management with asset management, the combination of financial management and asset management can better coordinate and utilize the resources owned by colleges and universities, and make the two play a complementary role, that is, it can effectively strengthen the management of the educational cost of colleges and universities. Since the phenomenon of the waste of educational cost exists widely among colleges and universities, how to save the educational cost and better play the role of the educational cost, it becomes a problem that colleges and universities must pay close attention to. Fundamentally speaking, the educational cost of colleges and universities plays a decisive role in the quality of the educational work of colleges and universities. Therefore, if colleges and universities want to promote the development of educational work, they must scientifically and reasonably control the utilization of educational cost, and enable it to exchange for the maximum educational effect, thus reducing the educational cost waste this phenomenon.

3. PROBLEMS IN THE COMBINATION OF FINANCIAL MANAGEMENT AND ASSET MANAGEMENT IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF INTERNAL CONTROL

3.1 Colleges and universities lack of attention, there are problems in the management system

At the present stage, in the practice of combining financial management with asset management in colleges and universities, most of the university managers have paid insufficient attention to the combination of financial management with asset management, and compared with asset management, it is more focused on financial management. This management concept directly affects the Coordination of university assets, as a result, the asset allocation strategy is not scientific and reasonable enough, the use of assets is not appropriate and balanced enough, and in the face of the above-mentioned situation, the financial management departments can not play their own functions well, it also intervenes and guides the asset management, so that the work efficiency and work quality of the asset management in colleges and universities are out of line with the actual situation of the asset in colleges and universities, which has a very negative impact on the quality of the educational work in colleges and universities.

3.2 The mechanism system is not perfect, the management behavior is not standard

In the process of promoting the practical work of financial management and asset management in colleges and universities, whether from the aspect of financial management or from the aspect of asset management, if colleges and universities want to better guarantee the quality of the work of management, needs to rely on the complete management mechanism system, then better standard its management behavior. However, according to the actual work of the management of colleges and universities at the present stage, there is a general phenomenon of imperfect management mechanism system, and in the process of building the management mechanism system, there is a lack of reasonable planning and scientific planning, when colleges and universities find problems and solve them, instead of warning in advance, they avoid the problems by intervening in advance, so that the financial management and Asset Management Work of colleges and universities have a very adverse impact [1].

3.3 Lack of effective management, insufficient communication between the two sides

From the point of view of the internal core content of colleges and universities, financial management and asset management are the important parts of them,
and they need to be supported by good supervision in the practice, in order to better foster the management of the monitoring capacity, and strengthen their sense of responsibility. However, at this stage, there is a general lack of supervision and management personnel in colleges and universities, so that there is no timely communication between the financial management departments and the asset management departments of colleges and universities, and the problems are discussed and analyzed, therefore, the function of financial management and asset management can not be brought into full play effectively, which has obvious obstruction to the development of university management.

Conclusion: to sum up, if colleges and universities want to better complete the combination of financial management and asset management from the perspective of internal control, they must pay more attention to the combination of financial management and asset management, change the management concept, and constantly improve the management mechanism system, in order to promote the combination and coordinated development of financial management and asset management in colleges and universities, it is also necessary for colleges and universities to establish a comprehensive information management system so as to promote information sharing between financial management and asset management in colleges and universities, so that colleges and universities under the perspective of internal control to effectively promote the combination of financial management and asset management.

REFERENCES
Analysis of Individual Differences of Learners in Second language acquisition based on Dynamic System Theory

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Abstract: The study of individual differences of learners has become one of the main lines in the field of second language acquisition. This paper analyzes the reasons for the individual differences of learners in second language acquisition from the perspective of dynamic systems theory. Dynamic system theory believes that the reasons for the formation of individual differences are complex, dynamic and nonlinear. The analysis of individual differences of learners from dynamic system theory also provides a basis for the development of actual foreign language classroom teaching, which has practical significance.

Keywords: Dynamic Systems Theory, Individual Differences, Second Language Acquisition, English Teaching

1. INTRODUCTION
Most linguists agree that second language acquisition is a complex internalization process, and many factors such as motivation, input, and native language influence the second language learning process. Traditional theories hold that second language acquisition is a “causal model”, and it is a linear development. But according to De Bot, Lowe and Verspoor, language acquisition and language attrition are much more complex and unpredictable than so-called linear development[3]. More and more studies have shown that individual differences are crucial in the process of second language acquisition, and have become an integral part of second language acquisition and its model construction. Based on the dynamic system theory, this paper discusses the causes of individual differences, and proposes four practical foreign language teaching strategies, so as to improve the quality of foreign language teaching and the progress of second language learning. Finally, the future research directions are pointed out in the conclusion section.

2. ANALYSIS OF INDIVIDUAL DIFFERENCES IN SECOND LANGUAGE ACQUISITION FROM THE PERSPECTIVE OF DYNAMIC SYSTEMS THEORY
Second language acquisition is a dynamic, complex and nonlinear process, and all influencing factors are interrelated.

2.1 Individual differences in initial state
Initial state sensitivity is one of the most obvious and often discussed features of dynamical systems theory. The developmental process of language learning depends to a large extent on language learning, the basic level or the initial state of the second language[5]. A keen reliance on initial states is one of the most obvious, important of dynamical systems theory. Even small changes in initial states can lead to different effect. Two systems with different initial states will have different final effects, and some small differences at the starting point can have major consequences in the end. This is because the development of dynamic systems is highly dependent on their initial state which is also known as the “butterfly effect”[3].

The initial state theory of dynamic systems theory reflects the unpredictability of dynamic systems theory and individual differences in second language acquisition. Both language itself and language acquisition are unpredictable. People’s initial sensitivity to language learning will affect their different learning processes and acquisition results, thus forming individual differences gradually, which leads to the common phenomenon of individual differences in foreign language classes.

2.2 Dynamics
First, motivation plays an important role in second language acquisition, and motivation varies from person to person. For example, some people are interested in the second language and have a strong desire to go abroad, so they study the second language with concentration and diligence. Some students just want to pass the exam, so passive language learning does not lead to excellent language skills and high scores in exams

Second, learning strategies play a role in second language acquisition, and learners may show different acquisition effects due to their own different learning strategies. It is important to choose appropriate learning strategies. Second language learners also choose different strategies according to their personality, state of mind and emotion, and these choices also change over time and circumstances.

Third, different ages may lead to individual differences in second language acquisition. According to the “Critical Period Hypothesis”, the best period in learners’ childhood or adolescence in which language learners have full energy and a strong
curiosity and desire to learn new things[2]. However, with the maturity of their bodies and minds, learners will form some internal values when people grow up, especially rigid thinking, memory decline and psychological resistance, which increases the difficulty of learning a second language.

2.3 Feedback Sensitivity
Positive feedback drives development. Teachers master the situation of students by observing their reactions and states in class and checking homework after class. Those who interacted with teachers actively had better second language acquisition performance[2]. For example, a shy girl was complimented by her English teacher and then she was active in class. Therefore, teachers’ different feedback on language, responses, attitudes or emotions can affect students’ acquisition process and even change their future learning.

Secondly, the personal qualities of parents will affect students’ language learning. Some parents encourage children to overcome difficulties, while other parents do not treat their children’s language learning well or criticize children’s interest. Unsurprisingly, this hinder children’s language learning. Parents also influence people’s learning. The unintentional words or behaviors of classmates will encourage or hinder students to learn the second language, and the competition or cooperation of friends can increase students’ learning interest or improve students’ learning motivation to some extent. Many studies and surveys have proven that moderate competition among students is a great way to keep the cerebral cortex in optimal learning condition.

2.4 Complexity
As a dynamic system, the factors of individual differences in second language acquisition are complex. The second language acquisition system includes many subsystems: phonetics, morphology, morphological, grammar, semantics and pragmatics, etc. All these subsystems are interrelated, and changes in one of them will affect changes in the other subsystems[1]. Second, the learning environment is complex. A conducive learning environment is good for second language acquisition and vice versa. Third, the system of factors that lead to individual differences in second language acquisition is complex. From a dynamic system perspective, all factors are not isolated but interconnected, and these factors are nonlinear[3]. In such a complex process, any differences or changes will bring individual differences.

3. SUGGESTIONS FOR ENGLISH CLASSROOM BASED ON DYNAMIC SYSTEM THEORY
By analyzing the relationship between dynamic systems theory and individual differences in second language acquisition, the factors that contribute to individual differences can be more understood clearly. In this section some suggestions and ideas for structuring an English classroom will be discussed.

First of all, education policy is necessary at the starting point of English education. A good English education policy can lay a solid foundation for English acquisition, and all students should enjoy the same English education conditions[10]. In the past few years, the quality of English teaching has improved in China, the follow-up process of English teaching can develop smoothly with the support of policy. Furthermore, foreign language teaching should adapt to the latest content and curriculum spirit, and current English classroom courses should keep up with the demands of society. Second, it is important to get support for second language learners. Encouragement and inspiration from teachers and parents can well stimulate students’ interest in learning and improve their active participation in English learning[9]. English teachers should take various methods to evaluate students in the classroom positively. After class, the objective evaluation of parents is conducive to cultivating students’ firmness and perseverance and the courage to overcome setbacks. In addition, moderate competition and pressure among classmates will also stimulate the progress of English learning after class, thereby improving English proficiency.

Third, the context construction is conducive to the learning of second language[2]. Teachers should try to create some real-life situations and add some cultural information to provide students with a new way of looking at the outside world. For example, teachers can tell about the beliefs of English-speaking countries to help students understand the cultural differences between East and West. Some after-school reading materials are also helpful to enrich students’ background knowledge. Building a multimedia environment can help students understand the culture of the target language.

4. CONCLUSION
This study builds on dynamic systems theory to gain insight into individual differences in second language acquisition. The dynamic systems view holds that second language learning systems are inherently dynamic, complex and nonlinear[3]. The theoretical research on individual differences has important guiding significance for practical English lessons. Therefore, this article explores some suggestions and ideas about English classroom and individual differences, including educational policy, acquired support, and context construction.

In conclusion, an analysis of the causes of individual differences in second language acquisition from a dynamic systems perspective is developing and goes beyond the limitations of traditional linear models because it combines cognitive and social perspectives in language development. However, the thesis has its own limitations. First, dynamic system theory is limited to theoretical discussions. Second, the combination between dynamical systems and individual differences in second language acquisition
may not be complete. Therefore, more attention should be paid to the development of dynamic systems theory and its application, especially the combination of second language cognitive process and practical English education construction.

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Interactive research on dance teaching online and Aesthetic Education construction of College students

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Abstract: As one of the important artistic ways to promote the construction of college students 'aesthetic education, dance can improve students' self-identity and stimulate their potential creative ability, so as to comprehensively improve the comprehensive humanistic quality and cultural accomplishment of college students. With the change of teaching mode in colleges and universities, online dance teaching has become a new way that most students need to adapt to when learning dance. By analyzing the characteristics and application advantages of online dance teaching, this paper focuses on the interaction of online dance teaching and the construction of college students' aesthetic education.

Keywords: dance teaching online; aesthetic education construction; interactive exploration

INTRODUCTION

As the representative of youth in the new era, contemporary college students are an indispensable collective in society. Apart from the emphasis on cultural courses in primary and secondary schools, college education also pays more attention to the cultivation and improvement of aesthetic education for students. College aesthetic education course is not only general education for all students, but also an important course to further improve students' aesthetic sentiment and moral values. As one of the important ways of aesthetic education, dance can well reflect people's yearning for artistic beauty. Excellent dancers can constantly improve their humanistic quality and artistic appreciation from the flexibility of their bodies, and then cultivate their unique creative potential.

With the continuous development of network information technology, as the current epidemic is still affecting every aspect of social life, once a contagious case occurs in a certain place, schools will inevitably adjust their teaching and change the teaching location from classroom to online education platform. Under such special circumstances, it is of great significance for teachers and students to speed up the adaptation of dance teaching online and effectively improve the interaction frequency between dance teaching online and aesthetic education construction of college students. This paper carries out in-depth analysis from the following aspects:

1. THE PROMOTION SIGNIFICANCE OF DANCE TEACHING TO THE CONSTRUCTION OF AESTHETIC EDUCATION IN UNIVERSITIES
1.1 Improve the sense of self-identity
As an important subject in college art courses, dance can well cultivate students' inner temperament through beautiful physical exercise, greatly enrich students' inner emotional expression, promote students' all-round development and meet students' personalized development needs on the basis of improving physical and mental health. Through learning dance, students can constantly exercise their willpower and cultivate the tenacious quality of never giving up easily. Everyone has his own unique form. Through long-term dance training, students can enhance their understanding of themselves, constantly overcome difficulties and make progress, but also greatly improve students' sense of self-identity.

1.2 Stimulate inner creativity
Dance itself is full of charm, which can attract many non-dance majors to become interested in dance. Besides learning natural subjects full of rational logic, learning art of dance is also a way to improve students' thinking ability. Dance practice requires students to do the height of the mind and body coordination, with rhythm, the beat in the music rhythm, is very effective for students body movement, and dance more charm lies in innovation, comprehend and master the principle from the basis of what they have learned and more in line with their own aesthetic creation is the core of the dance. For students of different majors, they have certain dance foundation and ideas, which can stimulate their own inner creativity.

2. THE ADVANTAGES OF DANCE TEACHING ONLINE IN APPLICATION
2.1 Rich teaching courses
With the rapid development of The Internet and information technology, students can obtain learning resources of many dance types through various learning websites or software, including classical dance, folk dance and modern dance. In addition to regular dance lessons, students can learn independently through online tools. As a supplement to and improvement of existing courses, students can
learn at any time and anywhere by combining video and animation to make full use of resources.

2.2 Outstanding teaching focus
When teachers conduct dance teaching remotely through the network, although they lack the personal guidance of teaching by words and deeds, they also get rid of the disadvantages of traditional teaching. Nowadays, the development of network teaching technology is constantly optimized. It is not limited to a single remote video lecture, but teachers can also make targeted improvements to different students by means of action playback, decomposition marks and all-round teaching. In the teaching process, students can develop the habit of systematic learning by dividing the key and difficult points of movements, and scientifically classify and refine the learning content of dance courses, which can not only adapt to the students with poor foundation to learn dance, but also meet the students with better foundation to learn dance with more complex movements.

2.3 Advantages of online education platforms in colleges and universities
Dance teaching online can play the advantages of university network education platform, teachers and students in person for dance moves recording, guided by common problems of students in learning dance, unique online teaching resource database, through the school regularly issued in accordance with school characteristics of individual or group dance teaching, can greatly improve students’ learning initiative and enthusiasm. So as to create a network dance learning platform with school characteristics. Adhering to the concept of aesthetic education and aesthetic education of life, the school encourages students to actively learn dance, widely collects excellent dancers with rich dance experience to expand and extend students’ knowledge, and make full use of the resources. Students’ dance works, realizes real-time information sharing and creates a good dance atmosphere.

3. ANALYSIS OF THE INTERACTIVE RELATIONSHIP BETWEEN TEACHERS AND STUDENTS IN ONLINE DANCE TEACHING
3.1 The interactive status of network dance teaching
At present, the teacher-student interaction in online dance teaching in colleges and universities is not sufficient, inefficient and has many obstacles. Due to the influence of objective factors such as teaching mode and subjective factors such as initiative of teachers and students, teachers fail to achieve an effective balance between knowledge impartation and acceptance when teaching network dance with a large number of students. On the one hand, the dominant power of teaching has been enlarged. Teachers often speak too much and fail to take care of the actual situation of students. On the other hand, students’ initiative to ask questions can not be improved, and they have less communication with teachers. They spend more time learning through other online courses, and effective interaction between teachers and students is not well realized.

3.2 Interactive exploration of network dance teaching
Internet dance teaching should be different from traditional classroom teaching, give full play to the richness and convenience of Internet tools, break away from the inherent teaching ideas, organically unify online and offline teaching, so that both teachers and students can benefit to the greatest extent. Based on the analysis of the above sections and the in-depth analysis, it is urgent to adopt reform and innovative methods to further improve the quality of online dance teaching. Guided by strengthening the interaction between teachers and students in online dance teaching, the aesthetic education construction of college students will be promoted to a new height. The author puts forward some new ideas and methods to promote the interaction of network dance teaching, which have certain practical value and are only for reference. First, refine course units and set interactive questioning sessions. Scientific division and continuous improvement of dance teaching content, eliminating “marginal courses”, focusing on the training of students’ core skills, reasonable allocation of teaching time, following the principle of easy first, step by step, let students develop the habit of strengthening basic learning, and then continue to improve. Second, try short video imitation to enrich online dance competition activities. Keeping up with the fashion trend, it not only retains the basic teaching of traditional dance, but also captures the popular dance elements in real time. Last expand dance communication groups and discuss and communicate regularly. Through the teaching platform to establish a long-term active chat and interaction room, teachers can invite excellent dancers with rich dance experience to expand and extend students’ knowledge, and make full use of the advantages of Internet remote communication to achieve the teaching purpose. According to different students’ dance master situation, make different learning objectives and schedule.

4. CONCLUSION
Art of dance plays a very important role in promoting the construction of aesthetic education for college students. Network dance teaching has its own unique application advantages, which is an innovation compared with the traditional teaching mode in colleges and universities. As one of the important ways of aesthetic education construction for college students, in the future, the interaction between students and teachers in online dance teaching will be further improved depending on the constantly improving network education platform and system in colleges and universities, which is more conducive to the cultivation of excellent college students with both beauty and morality, and the realization of comprehensive physical and mental health development.

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Influence and Analysis of Timbre on Improving Performance in Chinese Zither Play

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Abstract: Chinese zither play is not only an auditory art, but also a visual art. If the performer's musical expression is not strong enough when playing Chinese zither, the auditory effect will be greatly reduced. In the process of Chinese zither play, timbre and expressiveness complement each other. The timbre of the Chinese zither player will directly determine the audio impression of the whole tune. The making material will have a certain impact on the timbre of zither. However, if you want to finally play a good timbre, it is largely determined by the performer through the correct playing method and control. This paper aims to explore the relationship between timbre and expressiveness.

Keywords: Chinese zither (guzheng) performance; timbre; performance expressiveness

1. OBJECTIVE REASONS AFFECTING THE TIMBRE OF CHINESE ZITHER

Timbre is one of the four properties of sound, and it is also a very important content in Chinese zither performance. For the zither, the tone can be divided into two parts: the tone of the zither itself and the player's performance, that is, the processed tone.

1.1 INFLUENCE OF ZITHER MATERIAL ON TIMBRE

For the zither itself, the material of the zither is the objective reason that affects the timbre of the zither. When making Chinese zither, we pay special attention to the selection of materials. Most of the zither panels are made of paulownia wood in Lankao County, Kaifeng City, Henan Province, while the surrounding sideboards are made of mahogany, Burmese Dalbergia cochinchinensis, red sandalwood, etc. The panel and strings play a major role in the sound quality of zither. The side panel will have a reflective effect on the sound color.

1.2 INFLUENCE OF ZITHER BRIDGES AND STRING ON TIMBRE

The quality of zither bridge and string will also have a certain impact on the timbre of zither. Zither sign is the pillar of making guzheng strings, which bridges the resonance between guzheng strings and panels. The strings of guzheng have experienced the evolution from silk string, steel wire string, copper wire string and nylon string. With the increasingly complete material of the strings, guzheng players have more and more choices. The above objective factors have laid a good foundation for the performer to play a good timbre.

1.3 THE INFLUENCE OF FINGER CAPS FOR PLAYING GUZHENG ON TIMBRE

Finger caps, as the name suggests, is a fake nail. The purpose of playing zither with finger caps is to protect the real nail, expand the volume of zither and pursue the bright and crisp timbre due to the performance demand. There are many kinds of materials for the armour of guzheng, such as hawksbill shell, pangolin, ox horn and so on. Among them, the hawksbill shell cap is the top grade, but it’s mostly replaced by other materials because the hawksbill is extremely rare and is now a national second-class protected animal. Good finger caps have bright tone and elastic material.

2. SUBJECTIVE FACTORS AFFECTING THE TIMBRE OF ZITHER

2.1 THE INFLUENCE OF HAND FORMS ON TIMBRE

When performing guzheng, the hand forms directly affect the timbre of zither. The back of the hand should be up and flat. The player should firstly hold it into a fist and loosen it gently. The palm should be like holding an egg. The part of the hand between the thumb and the index finger is in the shape of "C". The 14 joints of the whole hand should be raised and not concave. When adopting lifting and flicking reduction method, the player should use facet joints to exert power. When playing with fingering methods such as "hook (Gou)", "support (Tuo)", "wipe (Mo)" and "hit (Da)", the player should play towards the palm of the hand, pay attention to maintaining the stability of the hand and not jump up and down. It should be noted that when performing the lifting and flicking playing method, the fingers should be restored to the basic hand form in time after playing. The lifting and flicking method has short string touching time, strong tone granularity, crisp and bright; pressing playing method often appears in northern guzheng music. It refers to playing after pinning the pile with the ring finger or little finger. Because clip playing method borrows the power of the wrist and forearm, the timbre is relatively thick and solid.

2.2 POSITION AND FORCE POINT OF TOUCHING STRING

In the actual zither performance, the position and depth of the touching string also have a certain impact on the timbre. Generally, it is appropriate to
expose about half of the nail under the adhesive tape. When playing, we should deal with different touching depth according to different playing tracks. Of course, the depth of touch string must be appropriate. If the touch string is too deep, it is easy to cause the tape to touch the string and produce noise; if it’s too shallow, it will make the sound weak, and sometimes you can't play the string. In addition, the position of touch string is also very important, which has an obvious impact on the timbre of zither. When we play zither, we often change the timbre because of the needs of the repertoire. At this time, we need to adjust the position of the touching string. For example, when playing the allegro part of the guzheng song Singing the Night Among Fishing Boats, there are three times to play back and forth. This paragraph depicts the scene of fishermen returning with full loads after a day's fishing work. The mood of the third time is progressive layer by layer; That is, the second time is faster than the first time, and the third time is faster than the second time. This period needs to gradually speed up to show the fishermen's mood of being happy and eager to go home. In the first pass, it needs to be handled slowly and with the weakest strength, and the fingering is handled with “hook”, “support” and “wipe”; This cycle is repeated until the end of the first pass; When playing the second and third times, because the speed is gradually accelerated, the fingering can use "hook", "support" and "split", that is, clip playing method. It can not only make the timbre and hand form more solid, but also meet the lively and cheerful emotional needs at this time. [1] In addition, the force of touching the string also needs attention. When touching the string, if you exert too much force, it will produce an disharmonious and noisy sound and destroy the beauty of timbre; If the force is too small, the timbre will be weak. It should be noted that "weak" and "virtual" are two different concepts and can not be confused. No matter whether the final volume is high or low, the timbre should be full and round.

2.3 HOW TO IMPROVE THE DISCRIMINATION AND CONTROL OF TIMBRE

The first is to listen more. The player should listen to different types of guzheng music and accumulate different musical vocabulary, listen to the same track played by different performers, and summarize the processing methods of different performers playing this track, listen to different performers play different tracks, analyze different music scores, understand the creative background of different songs, and feel the different processing methods of performers. The second is to observe more. For example, the same song depends on how the performer expresses it. Different paragraphs and phrases have different processing methods. The third is to play more. On the basis of listening and watching more, the player should imitate the performer's body movements and breathing; coupled with the understanding of the work and integrating into their own experience, the player will play the good timbre.

3. HOW TO IMPROVE THE EXPRESSIVENESS OF GUZHENG PERFORMANCE THROUGH TIMBRE IN TEACHING

3.1 TO PAY ATTENTION TO TRAINING STUDENTS' SOLID BASIC SKILLS

As we all know, for the performance of any musical instrument, solid basic skills will achieve twice the result with half the effort. In teaching, we should formulate different teaching plans according to the basis of students, pay attention to the training of finger independence, add different etudes, train with different single fingers, and use different strength for training. Moreover, in different works, different performance methods should be designed. For example, in the introductory part of the folk song Red Flowers Blooming All Over The Mountain in Northern Shaanxi, the first sentence should be weak and strong, and play a broad and high timbre. For another example, the second part of the music should be cheerful and enthusiastic, the intensity of performance should be strengthened, and a bright and full timbre should be created; The third part of the music belongs to the reproduction department, which shows the people's longing for a better life in Northern Shaanxi.

3.2 TO EMPHASIZE THE IMPORTANCE OF TIMBRE TRAINING

In the process of guzheng performance and teaching, people often put students' performance technology first, ignoring the requirements for timbre. In fact, whether in performance or teaching, timbre is often very important, because it directly reflects the performer's performance level and musical literacy. In teaching, Chinese zither teachers can let students play fragments of the same work with correct timbre processing methods and wrong timbre processing methods, record and video, and let students compare the timbre by listening and observing their own performance. In addition, teachers should let students listen to different styles of zither works or works of other musical instruments to improve students' ability to distinguish between good and bad timbre and let students understand the importance of timbre in interpreting works; Third, we can also let students give full play to their imagination on the premise of understanding the creation background of the works, let students produce music pictures in line with the creation background in their brain, and add their own understanding of the works, so as to play the timbre they think is appropriate. [2]

3.3 TO IMPROVE MUSIC EXPRESSION THROUGH IMPROVING STUDENTS' COMPREHENSIVE QUALITY

When playing guzheng, a person's internal cultivation and comprehensive quality also have a certain impact on his performance of guzheng. People who are
internally rich can better use what they have learned to understand the creative background of works of different styles when playing works, so as to more comprehensively and richly show the internal emotion and meaning of works. Therefore, at ordinary times, we must let students read more and read good books, so as to improve their comprehensive quality and internal cultivation and improve their musical expression.

4. CONCLUSION
To sum up, the timbre of guzheng performance directly reflects the performance ability of guzheng players. From another point of view, timbre is also an indispensable part to improve the musical expression in guzheng performance. Therefore, no matter in guzheng performance and teaching, we must not ignore the importance of timbre during performance. On the premise of controlling objective factors, we should try to choose superior materials in the selection of guzheng material and finger caps, and we can not ignore the importance of basic skills. Only by taking multiple measures can we improve the musical expressiveness of guzheng performance.

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The English Translation Strategy of Urban Publicity Materials Under Functional Equivalence Theory
-- A Case Study of “Fresh Fujian and Bright Blue Pingtan” City Promo

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Abstract: Pingtan, known as the “Thousand-reef Island County”, is located in the Taiwan Strait and plays a big role in cross-strait relations. In this sense, its publicity materials make a visible difference in boosting the exchanges between Taiwan and mainland, as well as foreign exchanges. Yet, few scholars did translation studies based on video and thus this paper take the city promo--Fresh Fujian and Bright Blue Pingtan as example, combining the theory of functional equivalence with translation practice. Also, it is necessary to apply properly this theory so as to improve the quality of translation and pass on Pingtan’s culture.

Keywords: Functional equivalence; Publicity Materials; Bilingual subtitle

1. INTRODUCTION
In response to “One Island, Two Windows, and Three Zones” Plan, Pingtan is committed to developing tourism and cross-strait exchanges. That means city’s publicity work is essential and so is the translation of publicity materials. Yet, it is found that most relevant studies’ focuses lie in the translated texts, while less in propaganda films whose role in publicity cannot go unnoticed, though. Take a city promo named Fresh Fujian and Bright Blue Pingtan, as example. It vividly shows the local breathtaking tourist destinations, human-cultural characteristics, etc. As regards the subtitling, however, some points, not least vocabularies with local color, along with sentence structure, merit attention. This paper is a study of the translation of this city promo under functional equivalence to analyze whether this theory is feasible in this case.

2. FUNCTIONAL EQUIVALENCE AND C-E TRANSLATION OF PUBLICITY MATERIALS
Functional equivalence, put forth by Nida, plays an astronomical role in translation. The theory emphasizes that translators need to do their best to convey the same contents as the original text, and meanwhile sustain formal equivalence. That is to say, a high-quality translation needs to realize the equivalence in meaning, together with in context, style, etc. On the other hand, he also proposed receptor-response theory, holding that “Dynamic equivalence is therefore to be defined in terms of the degree to which the receptors of the message in the receptor language respond to it substantially the same manner as the receptors in the source language.[2]”

As for C-E translation of publicity materials, Li Jiacun reckons that it will experience three phases: first, translators strive to obtain the recognition and understanding of the international community, focusing on target language; second, translators strive to utilize language with Chinese characteristics, with much attention paid on cultural exchanges; third, translators strive to establish an equal discourse system with foreign language, paying much attention on source language[5]. Given the reality, translation of C-E translation of publicity materials is in the midst the first phrase. That means utilizing reader-centered translation skills is all the more advisable, and the theory of functional equivalence justly meets the need.

3. FEASIBLE C-E TRANSLATION STRATEGIES IN SUBTITLING
3.1 The Lexical Level
As Fresh Fujian and Bright Blue Pingtan recorded, the translator adopts the strategy of transliteration for many local scenic spots, such as, “Haitan Gulf” “Tannan Gulf” “Haitan God” “Shitoucuo” . This translation skill allows overseas readers to understand how the attractions are called in Chinese. However, to those who lack the understanding of Chinese culture, it is seemingly difficult to understand the sense without explanation added. Take a telling example--“Shitoucuo” . Yet, it cannot explain the source of this name, which indeed is linked to its physical appearance. That means translators cannot translate words literally without considering cultural background, and therefore in this case, relevant explanation can be added to the image in the video. In order to achieve the best communication effect, on the one hand, the translator may reasonably adopt the
method of additional translation according to its cultural connotation and publicity form, such as transliteration plus interpretation [2]. However, as far as publicity video is concerned, it tends to simplify rather than complicate the translation, given the fact that it can convey the meaning via visual, auditory and graphic modes[4].

On the other hand, the translator should be capable to search authoritative translation. For example, “Shipaiyang” was called “Sp’cean” in English, according to the Straits Metropolis newspaper.

3.2 The Sentence Level

Example 1:
Source text: 这里的“海滨沙滩冠全国，海蚀地貌甲天下”。
Translated text: Its seaside sand beach is famous for its sea erosion landform in the nation.

The sentence is categorized into antithesis with flexible and lively form, full of beauty of rhythm and readability. Beyond that, the two sentences have similar sense and stress the breathtaking scenery of “seaside sand beach” “sea erosion landform”. Thus, translators, with creative mind, need to strike a balance between the content of source text and codes of targeted language, so as to meet the need of receptors via recreating the translation with local color[9]. In this section, given the language habit of the targeted receptors, the translator adopts free translation reasonably, abandoning the formal equivalence of source language. Also, simple words, to some extent, do help readers to understand the meaning of the original text. On the other hand, it is advisable to modify “sand beach” “sea erosion landform” “in the nation”, replaced by “the sand beach” “marine-abrasion topography” “worldwide”. In this respect, the differences between English and Chinese merit attention. For instance, example 4 can be reasonably translated into another version, that is, “The clouds billows up and fades away, while the tide ebbs and flows”.

Free translation
Example 5:
Source text: 三十六湖烟水阔，不知领得几多秋
Translated text: 36-feet Lake has large area, experiencing many autumns.

Example 6:
Source text: 百舸争流通异域，千帆奋楫过海峡
Translated text: Hundreds of sea connects many regions, and numerous ships cross the channel.

Nida maintains that “equivalence” cannot be understood in its mathematical meaning of identity, but only in terms of proximity, i.e. on the basis of degrees of closeness to functional identity[1]. Indeed, Chinese is a Sino-Tibetan language, stressing the rhythm of the word and hypotaxis. By contrast, English is an Indo-European language, stressing parataxis. Example 5 vividly draws the picture of the charming lake scenery with profound history.

Example 7:
Source text: 白驹过隙，岁月流逝
Translated text: Time is fleeting.

Example 8:
Source text: 山湖相依，峰岩相伴

Literall translation
Example 3:
Source text: 天风海涛，碧水银沙
Translated text: Sea wind and waves, blue ocean and solver sand

Example 4:
Source text: 云卷云舒，潮涨潮落
Translated text: The clouds hang in the sky, and the tide rises and fall.

Nida asserted, “If a more or less literal correspondence is functionally equivalent in both designative and associative meaning, then obviously no adjustments in form are necessary[1].” That is to say, only when equivalence in content and form is achieved without causing misunderstanding, can the literal translation strategy be utilized directly. Example 3 and Example 4 show the unique form of Chinese language, and vividly depict the appealing nature in Pingtan. In the cases above, the literal translation can achieve the basic equivalence avoiding ambiguity and misunderstanding which helps receptors to understand the meaning. Yet, the translator still needs to consider and choose the most appropriate vocabulary for translation. For instance, example 4 can be reasonably translated into another version, that is, “The cloud billows up and fades away, while the tide ebbs and flows”.

3.3 The Rhetorical Level

3.3 The Rhetorical Level
Translated text: The mountain and the lake relay on each other. Chinese texts, in the frequent application of dual-type four words is neat and symmetrical, poetic and imaginative as well. Yet, the relation between the sentences maybe variant, which entails the translator to analyze the structure and logic of sentences at first. By contrast, English language is concise and thus to translators, simplifying the source text or adjusting its form is necessary. As regards the example cited, there emerges semantic repetition. For instance, example 7 is a mirror of the rapid development of Pingtan, and sentences indeed express the same meaning; example 8 vividly portrays endless miles of mountains and lakes. In this sense, the translator should avoid semantic repetition and make the translation understood easily for receptors. In such case, the strategy of omission can illustrate contents clearly and conform with language habits of overseas receptors.

4. SUMMARY

Urban publicity translation not only serves as an important means to display city cards; it also enjoys a unnoticed position in cross-cultural communication. When it comes to the basic aim of translation, that is to transmit culture with local culture through translation, understood clearly by foreign audiences. Thus, it is hardly surprising that the quality of translation determines whether Pintan island is accepted and recognized by overseas receptors. Besides, functional equivalence theory is greatly applicable to the city publicity material, amid the receptor-centered principle. Moreover, to translators, they should respect the customs of the target-language countries and utilize translation techniques flexibly, so as to improve the quality of translation and promote the construction of the city’s external image.

REFERENCE

Roles of Internet of Things in the Supply Chain Management of Retail Industry based on a Case Study

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Abstract: The paper introduces the background and issues of retail supply chain management at the beginning, and then it analyse a typical retail enterprise practical experience in supply chain management under the environment. Also, it shows the technology of Internet of Things affects the efficiency of the supply chain management by raising the degree of informationalization of the retail supply chain. That can create new value and improve customer satisfaction, also quite effective in reducing the cost of supply chain management.

Keywords: Internet of Things; Retailing; Supply chain management

1. BACKGROUND AND ISSUES
With germination and development of on-line store, e-commerce, consumers gradually transform from “go shopping” to “home shopping”, transformation and innovation of operating mode will directly restrict future development of retail industry. [1]
The level of information in retailing is insufficient. Collecting market demand is not in time, and the information of goods inventory and logistics are inaccurate. The degree of instant response of retailers and suppliers to market is low. [2] Also, the actual demand for goods cannot be met completely.
Under this kind of situation, there is a revolution happening in retail industry. A few retail companies have used the advanced technology such as RFID, but they only realize the information-sharing in internal, and they lack the connection with the suppliers and customers.

2. THE DEVELOPMENT TREND OF SUPPLY CHAIN MANAGEMENT IN RETAILING
Nowadays, in the background of “Big Data, Big logistics”, online and offline interconnection becomes a tremendous trend [3], supply chain management becomes an important part of the business management. It is crucial to follow this trend. In the traditional mode of supply chain management, most enterprises adopt the Push Supply Chain: the center is on manufacturers. After the products have been produced, they push them to customers from the upper distributors of the supply chain step by step. Mostly, they win by processing at low costs. [4] Nowadays, the pushing producing way which does not care about the customers’ requirements has become unfit to the development of the producing. With the promotion of new technologies such as Big Data, the enterprises on the same supply chain can make requirements predictions quickly according to the customers’ demands, pushing manufacturing enterprises produce products according to the orders and thus serving customers more thoroughly. [5] Therefore, in the era of Internet, the supply chain management will come back to its starting point which is customers oriented. Meanwhile, the Internet promotes the synchronization of data flow and logistics, which enhances the effectiveness of the whole supply chain.

2.1 Traditional Retailing
From suppliers to customers, it uses traditional communication medium. It is obviously seen from Figure 1 that it lacks effective cooperation and cannot realize information-sharing. During the process of information transfer, it will cause the bullwhip effect and increase the cost of operation. [6]

Figure 1: The Supply Chain of Traditional Retailing

2.2 E-commerce
Through the internet, suppliers, manufacturer, retailer and customers can share information between each other. It can improve the efficiency and accuracy of information transmission, also reduce the cost of the supply chain.
Using Internet of Things, it can realize real-time information-sharing. After analysing data automatically, it can make optimized decisions. Five most obvious features are automation, dynamic, visualization, agility, and integration.

JingDong Mall is a B2C company in modern society, which belongs to retail industry. The company has been developing at a high speed since its establishment and maintains a more than 200% growth rate for six consecutive years. The retail supply chain management of JingDong Mall can be divided into these following parts: the management of relationship with suppliers (procurement, cooperation), the internal supply chain management (inventory, logistics), and the management of relationship with customers (order, sales, marketing). It can be easily seen from the follow Figure 4.

Advanced IOT technology dramatically increases efficiency of self-owned logistics system of JingDong Mall. Due to current insufficient construction size and imperfect management, in terms of supply chain management, JingDong Mall still faces expensive cost, delayed distribution, poor service, etc, especially during holiday promotion and “Double 11” (A discount day). Huge number of orders, delayed distribution occurs from time to time, seriously have influenced customer experience. The reason why above occurs is that some constraint factors drag forward pace of JingDong Mall on the road of IOT, specifically expressing as follows:

Insufficient cognition of IOT. Inside JingDong, most senior managers have certain cognition of IOT, but its application is only limited within logistics part of supply chain management inside the company, lacking overall cognition of IOT in all links of supply chain management, and mid-level staff and grassroots staff still lack basic cognition of IOT.

Cannot master IOT core technology. As main user of IOT technology, JingDong Mall’s self-owned technologies currently mainly lie in information management system at software level, lacking hardware technical patent in IOT, and lacking close cooperation with related IOT technology producers at
the same time.
Lack of innovation of IOT business mode. Currently, application demonstration of IOT is mainly funded by the government, JingDong Mall invests little in its own business mode. JingDong Mall has applied IOT technology in most links of supply chain, but mainly showing in rise of management level and profitability, lacking innovation in business mode.
Lack establishing effective safety and privacy protection system. As frontier technology, safety, and privacy problem of IOT mainly involves two aspects, the first is enterprise secret, the second is personal privacy. In RFID sign of goods, operator information and user information are typically included, if they are protected improperly during information transmission, serious safety threat will be resulted.
3.3 Recommendation of resolving constraint factor
Strengthen development of IoT related technology. JingDong Mall needs to strengthen cooperation with IoT service providers and increase its own level of IoT application. Also, they need to strengthen development of IoT technology with independent intellectual property right.
Strengthening training of IoT talent at every level. JingDong Mall needs to strengthen IoT consciousness training to internal management, which can let them recognize that the application of IoT is not only a strategy concerning national future development, but also a corporate core strategy deciding future survival and development of the company. In addition, it needs to strengthen training to upstream and downstream partners of supply chain, making them actively take party in construction of IOT ecology.
Perfect construction of safety and privacy system. JingDong Mall needs to strengthen doing the research about safety technologies such as encryption algorithm technology, which can prevent information in RFID sign being obtained by unauthorized person, what is more, it should strengthen construction of network protection, preventing information in supply chain information management system being intruded to result in leakage or tampering issue.
4. CONCLUSION
In the more mature environment of “Internet of Things “in the future, retail enterprises represented by JINGDONG will transform dramatically: offering clients with more intelligent service, bringing people more precise, faster, and more secure consumption experience. Meanwhile, the practice and innovation of the commercial circles will promote the theoretical research of the academic circles, which will be beneficial for the theoretical innovation of supply chain management under the circumstances of IOT; how to design and recreate intelligent supply chain management of the retail enterprises will become a future research emphasis. In the future, retail enterprises will be confronted with an era of “offering smart retail services to smart customers”, IOT will be seen everywhere in the retail industry. It will become closer to people’s life and will gradually change people’s consumptive habits, thus producing great economic and social benefits. In the forthcoming new era, we can not only see the retail enterprises enjoying the benefits IOT creates, but also can expect and believe that everyone’s life will get benefits from IOT and become better and happier.
REFERENCE
Research on Educational Ideas and Ecology Reform Under the Background of "Double Reduction" Policy

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Abstract: The problem of overloaded schoolwork on primary and secondary school students has always been the focus of extensive attention from all walks of life. In 2021, the CPC Central Committee and the State Council issued the Opinions on Further Reducing the Schoolwork Burden and After-School Training Burden of Students in the Stage of Elementary Education, emphasizing that the "double reduction policy" should be implemented to solve the problem of overloaded schoolwork on students of elementary education. This paper takes the educational concept and educational ecology reform under the background of "double reduction" policy as the main research content, and makes a detailed analysis and research on the current situation of compulsory education.

Keywords: "double reduction" policy; educational ideas; educational ecology

INTRODUCTION
Education is the great plan of the country and the party. In the important speech at the 2018 National Education Conference, leaders raised the status of education to an unprecedented level, marking that China's education reform and innovation will embark on a new historical journey. The schoolwork burden reduction in the elementary education will be the key issue in the reform process. The introduction of the "lightening the burden" policy in 2021 points out the development direction for optimizing the educational ecology and reducing the academic burden of students. In order to achieve this goal, we need to effectively solve many social problems. [1]

At present, in primary and secondary schools education, students' education mainly includes family education, school education and social education. With the development of market economy, the relationship between them is gradually unbalanced, which has brought serious problems to students' education, which is also the educational reality that the "double reduction" policy needs to face. First of all, as the main body of student education, school teaching system is not scientific and reasonable enough. It alienates the educational purpose into the improvement of students' test scores, which makes the educational content deviate from the educational law and aggravate the burden of students. Secondly, some schools transfer some of their responsibilities and obligations to parents due to their own problems, which has triggered the parents' demand for out of school education to a certain extent. Driven by the demand, the outside school education market continues to expand, and more and more capital begins to enter the outside school education, resulting in outside school counseling institutions chasing benefits and increasing the academic burden of students. Therefore, the problem of excessive educational burden faced by the "double reduction" policy is actually how to balance the relationship between school education, family education and social education. Therefore, the government should start from this essential feature, realize the relationship between them, and effectively solve the problems faced in the implementation of the "double reduction" policy. [2]

EDUCATIONAL CONCEPT UNDER THE "DOUBLE REDUCTION" POLICY
2.1 THE CONCEPT AND CONNOTATION OF "DOUBLE REDUCTION" POLICY
The "double reduction" policy is an educational policy formulated by the Party and the state based on the educational reality and the direction of social development. It aims to effectively implement the fundamental task of building morality and cultivating people and promote the all-round and healthy development of students. In the stage of elementary education, it is emphasized to reduce the excessive and unnecessary additional burden in the process of students' growth, so as to make students grow and develop better and faster. This work involves many aspects such as school, family and society. In order to achieve this goal, we need to effectively solve many social problems. [1]
deal with the "subtraction" in education, ensure the improvement of teaching quality and avoid the decline of education quality caused by "burden reduction". In addition, in the process of "reducing the burden" of education, school education should also do a good job in the problem of "addition", constantly enrich students' extracurricular activities, cultivate their personal interests, and promote the all-round development of students' morality, intelligence, physique and beauty. [3]

It's a must to handle the relationship between macro management and micro management. The "double reduction" policy covers a wide range, including both school education reform and macro social problems. Therefore, the government should correctly deal with the relationship between macro management and micro management. In the micro education reform, we should improve teaching quality and reduce students' academic burden by reasonably designing teaching courses, optimizing teaching contents, innovating teaching forms and strengthening the construction of teachers; In macro social management, we should strengthen macro-control and improve the social equity and reduce the income gap. Through the management of these two aspects, we can further implement the "double reduction" policy, optimize the educational ecology and improve the teaching quality.

It’s a must to handle the relationship between in school education and outside school education. In school education and outside school education are important parts of student education in the stage of elementary education. Under the background of "double reduction", we should correctly deal with the relationship between in school education and outside school education, and form a new educational pattern dominated by in school education and supplemented by outside school education. In school education, schools should play a leading role in education, carry out educational activities under the guidance of the Party and the state, and cultivate high-quality talents in line with social development; In outside school education, as an important supplement to out of school education, training institutions give full play to their positive role and become an important way to expand students' thinking and improve students' comprehensive quality. At the same time, we should also actively implement the Non-governmental Education Promotion Law of the PRC, clarify the relationship between public education and private education, and strengthen its responsibilities and obligations. [4]

3. THE REFORM OF EDUCATIONAL ECOLOGY UNDER THE "DOUBLE REDUCTION" POLICY AND ITS REALIZATION PATH

3.1 TO LET EDUCATION RETURN TO SCHOOL

The new technological revolution not only brings strong development power to the society, but also brings great impact to the social structure, especially in the educational structure, which puts forward new requirements for education. At the same time, in order to promote the development of education, we must speed up the educational reform and make it adapt to the current educational reality. School education is the center of China's education and an important place for students' learning and growth. We should keep pace with the times, speed up teaching reform and promote students' all-round development. On the one hand, schools should adhere to the people-oriented educational principle, carry out teaching activities around improving students' core literacy, further improve students' moral literacy and promote students' all-round development; On the other hand, the school should also shoulder the educational responsibility, comprehensively improve the teaching quality, make full use of its teaching resources and school running functions, provide students with diversified teaching needs, and make them grow into high-quality talents who meet the development requirements of the new era. [5]

3.2 TO LET TEACHERS RETURN TO THE ORIGINAL INTENTION OF EDUCATION

"If the country wants to revitalize, it must respect teachers and attach importance to masters who teach expertise and technology." If we want to cultivate high-quality talents for social development, we must not strengthen the construction of teachers. At present, with the development of market economy, more and more teachers turn their attention to economic interests and ignore the duty of teaching and educating people, which affects the development of education to a great extent. Under the background of the "double reduction" policy, teachers should return to the original intention of education, take the initiative to bear the blame obligation of "educating people for the Party and the country", and realize the great mission of teaching and educating people and building morality. On the one hand, schools should strengthen the construction of teachers' ethics and style and improve their ideological and political level; On the other hand, we should also strengthen the training of teachers' professional ability, improve their teaching ability and promote the all-round improvement of teaching quality. [6]

3.3 TO LET THE RELATIONSHIP BETWEEN SCHOOL, PARENTS AND SOCIETY RETURN TO COLLABORATIVE EDUCATION

Students' education involves all aspects, including schools, families, society and other subjects. Only the joint cooperation of them can promote the all-round development of students. At present, with the development of market economy and the influx of capital, the cooperative education relationship between them has been gradually broken, which has brought serious anxiety and burden to students and parents. In this context, promoting the cooperative education of the three relationships is very important
to promote the development of education. Therefore, we should strengthen the construction of this relationship from many aspects. On the one hand, the government should strengthen the supervision of social counseling institutions to promote their healthy development, improve the legal system related to family education and provide correct guidance for family education. On the other hand, parents should also pay attention to their children's family education, improve students' comprehensive quality and promote their all-round development through words and deeds.

4. CONCLUSION
To sum up, in the process of the development of modern education, China's education has achieved certain development results, but educational "burden reduction" has also become an important issue in the field of education in China. This time, the national "burden reduction" policy will directly attack this educational pain point, which is of great significance for the development of education. However, it is undeniable that the implementation of the "double reduction" policy will still encounter a very severe situation and implementation difficulties. Taking this as the research content, this paper makes a detailed exploration on the educational concept and educational ecology of the "double reduction" policy, hoping to provide some reference for the implementation of this policy.

REFERENCES:
The Strategy Research on Improving Core Professional Competencies of Higher Vocational Students

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Abstract: In 2021, there were 2,738 colleges and universities in China. Among them, there are 1,270 undergraduate colleges (including 21 vocational schools at undergraduate level), and 1,468 higher vocational colleges. The total students of various colleges is 41.83 million 830 thousand. In 2021, the total number of graduates in regular universities is 9.09 million, up 350 thousand from the same period last year. So many talented people with high educational background have entered the competitive market. And now COVID-19 is blocking the development of global economy, and the consequent difficulty of employment can be imagined. China is a big manufacturing country. A large number of skilled talents are in shortage, and China's vocational education is relatively backward. The state attaches great importance to the development of vocational education. The high school entrance examination makes the vocational education and ordinary high school separate. The vocational education will usher in unprecedented prosperity and challenges. In this context, as a higher vocational college, how to improve students' vocational core competence, make them stand out in the employment competition and meet the country's practical needs for technical talents. In view of the current domestic situation, this paper points out the vocational core competence that higher vocational college students should have, and puts forward the corresponding student training strategies.

keywords: professional core competence; vocational education; operational research

1. BASIC CONCEPTS OF PROFESSIONAL CORE COMPETENCE

Professional core competence, also known as professional key competence and general competence, is the basic ability necessary to achieve success in people's work and life in addition to professional post competence. It can make people show themselves confidently and successfully, and how to select and apply them according to specific situations. Professional core competence is an important part of professional competence. It is an ability that is needed by any occupation or industry, has universal applicability, and plays a dominant and leading role in professional activities. Professional core competence is a kind of interlinked professional competence, which is not specific to a specific occupation or post, but it is inseparable from its professional competence no matter which occupation you are engaged in.

2. THE NECESSITY OF IMPROVING STUDENTS' VOCATIONAL CORE COMPETENCE IN HIGHER VOCATIONAL COLLEGES

In the social environment, even if you only engage in one occupation in your life, the occupation itself has changed with the development of the times, and there are many uncertain factors in the choice of occupation. How to adapt to the renewal of occupation and the transformation of post? Then the cultivation of professional core competence is particularly important. It is used to deal with different competitive groups, different positions and different environments. It has competitive confidence, post change confidence and field transcending confidence to help talents meet challenges.

3. VOCATIONAL CORE COMPETENCE OF HIGHER VOCATIONAL COLLEGES STUDENTS AND ITS TRAINING COUNTERMEASURES

3.1 MENTAL HEALTH, THE ABILITY TO ACTIVELY ADJUST A GOOD ATTITUDE

The success or failure of people's career is often not just intellectual quotient (IQ); Non intelligence factors have also attracted much attention, namely EQ (emotional quotient), AQ (adversity quotient) and HQ (health quotient). [1] The latter are related to our mental health factors. With the acceleration of social rhythm and the fierce market competition and challenges, everyone is more or less under certain psychological pressure. Mental health affects our life. Good emotions can not only bring happiness to ourselves, but also pass on to the people around us. Health is the foundation of a harmonious society. Healthy psychological state can enable us to obtain a sense of happiness, actively face life in a bad environment, not be swallowed by the darkness, but also not forget our true heart, or not blindly slander others at will under good circumstances. Nowadays, the word we often hear is depression. In a serious situation, we commit suicide for love, for the scolding of our mother, even for the quarrel of our dogs, and for failing to bear the depression. This kind of behavior that despises life and can't regulate social
bad emotions.

As college students in higher vocational colleges, the basic requirements of mental health are that college students have normal intelligence and give full play to their intelligence, have correct self-cognition, stable and healthy emotion, harmonious interpersonal relationship, sound will, complete personality, strong adaptability and psychological behavior in line with the characteristics of college students' age.

As a higher vocational college, to actively deal with the mental health status of college students, we should first pay attention to and strengthen the mental health education of college students, build a perfect psychological counseling system, set up corresponding courses, and establish students' healthy psychological consciousness through subject teaching. The vocational colleges can organize corresponding publicity activities from time to time to help them cultivate the quality characteristics of self-esteem, self-improvement, self-control, self love and initiative.

Students should establish their awareness of mental health, maintain good work and rest rules, participate in more outdoor activities, set good learning goals, make positive efforts for the professional direction, do not blindly follow or compare, correctly position themselves and maintain a good and optimistic psychological state.

3.2 TO COMMUNICATE WITH PEOPLE AND HAVE GOOD COMMUNICATION SKILLS

According to the survey of higher vocational college students, more than 80% of students have communication problems, and having good and positive communication skills plays a vital role in making friends, career promotion and marital happiness. Benign communication is also an effective means to relieve pressure and vent their emotions. Among students, the popular word is social phobia. Many students say they have social phobia, that is, they are afraid of communication and will not communicate. This is a negative factor for growth, employment and family relations. [2]

We should pay more attention to the cultivation of students' communication ability in higher vocational colleges, change the traditional teaching methods and create a harmonious and active learning atmosphere.

Now, with the reform and development of teaching, many new teaching methods and ideas have been introduced, such as "flipped classroom" and "scenario simulation", including specialized courses related to eloquence, to strengthen students' expression and communication skills.

3.3 PRACTICAL AND WILLING TO WORK, WITH THE ABILITY TO WORK HARD

At present, most of the students are born after 2,000, and few have participated in physical labor. Some students have not even done housework, and have not honed their strong toughness in labor. Although the curriculum of higher vocational colleges has more practical links than that of undergraduate courses, and the students have strong practical ability, the teaching in class is far from enough. In the process of internship, many students are difficult to adapt to less heavy physical labor. They leave for fear of hard work, and even refuse to take the post when they want to participate in labor. Most of the basic needs of enterprises for higher vocational talents are based on hard work, sureness and willingness to work. The idea that college has passed on to parents and even the previous generation is that college will be a decent job. This interpretation is also passing on to current students. This requires us to reduce students' expectations of college students' employment in talent training, participate in practical training and other hands-on activities, cooperate with enterprises, and have a preliminary understanding of our own jobs. We live in a happy era. Most of the heavy manual labor has been replaced by machines, and simple manual labor is beneficial to the healthy development of body and mind. This requires higher vocational college students to have a deeper understanding of their post work, be able to work in their own post, love each line, and have better development over time.

3.4 DIGITAL APPLICATION AND INFORMATION DATA PROCESSING CAPABILITY

In today's digital age, the use of common office equipment and software is one of the basic qualities of employees. At present, colleges and universities have also built their own digital campuses. Through the arrangement of computer, office software and statistics courses, students can skillfully use computers, printers and corresponding computer courses and statistics courses, to get the basic office ability and literacy required by the enterprise.

3.4 ABILITY TO WORK WITH PEOPLE AND SOLVE PROBLEMS

If you want to keep a drop of water from drying up, you can only put it into the sea. Cooperation with people is an important basic quality, is one of the necessary skills for survival. The rule of cooperation is to respect each other and cultivate higher vocational students' cooperation consciousness and ability. In higher vocational education, problem-based learning based on cooperation includes cooperative problem discovery, construction, solving, and sharing of achievements and so on. [3] Problem solving ability refers to the ability of people to analyze objective problems and put forward solutions by using ideas, rules and certain procedural methods. The ability to solve problems includes the ability to think about problems, the ability to put forward measures, the ability to experience and communicate, the ability to make right and wrong decisions, and so on. The primary ability is to find general explicit problems, make preliminary judgments and deal with them simply; Intermediate ability performance can easily find hidden problems
in familiar fields or ranges, have certain problem finding skills and analysis ability, and be able to explore ways to solve problems according to phenomena, which can better solve problems; Advanced problem-solving ability is reflected in the ability to find problems earlier, accurately predict the development trend of things, and eliminate them in the bud.

4. CONCLUSION

With the development of the times, the standards of professional core competence of higher vocational students are constantly updated. We should adjust the training standards in time to adapt to the times and create useful talents for enterprises and society. Professional core competence is the supplement and support for professional and technical post competence. Many forms are the baptism of an imperceptible and invisible way of thinking, and it is difficult to detect the real training effect like professional technology. It is particularly important for higher vocational students to improve their mentality and motivation for their self-awareness and consciousness. Often, the survival and development of higher vocational students in enterprises depends on their professional core competence. Therefore, even if it is difficult to see the effect of professional core competence in a short time, we should also attach great importance to and explore its ways and methods, which will affect the life of higher vocational students.

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REFERENCES:


Exploration on the Method of Modular Curriculum System in the Cultivation of Cultural and Creative Talents

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Abstract: Under the background of the great prosperity and rapid development of cultural and creative industries, the demand for high-quality cultural and creative talents in the cultural and creative market is more urgent. However, at present, the cultivation of comprehensive innovation ability of cultural and creative talents in Colleges and universities across the country can not meet the market demand. Some colleges and universities are still in the traditional talent training mode of emphasizing theory over practice and emphasizing inheritance over innovation. These phenomena hinder the development of cultural and creative industries. Therefore, based on the current situation and development trend of the global cultural and creative industry, combined with the characteristics of independence, cohesion and adaptability of modular curriculum teaching, this paper systematically studies the collaborative training method of cultural and creative talents. And through the construction of a modular curriculum system of "one pass and one specialty", the establishment of a scientific talent training system and the establishment of a tutorial system, we can jointly promote the professional growth of cultural and creative talents, so as to ensure the training quality of cultural and creative talents.

Key words: Modular curriculum; Cultural and creative talents; Collaborative culture

1.INTRODUCTION
Mr. Chen Zibao once explained the concept of modular curriculum in his paper "on modular curriculum and combined teaching materials". He believes that modular curriculum is a curriculum model designed according to modular thought, which decomposes the curriculum content into multiple curriculum modules, so as to form a curriculum module group, Teaching staff organize and arrange different curriculum modules according to the needs of the curriculum, so as to achieve the purpose of curriculum renewal and transformation.[1] This is a comprehensive overview of the concept of modular curriculum, and Mr. Liu Chongqing's exposition further explains the role of modular curriculum. He believes that modular curriculum is a relatively independent and miniaturized unit curriculum, which is to enhance the flexibility of curriculum and facilitate the implementation of curriculum, and the ultimate purpose is to realize the modernization of curriculum and teaching management.[2]

According to the understanding of relevant scholars on modular curriculum, this paper believes that modular curriculum should be a curriculum model that decomposes the curriculum contents that students need to master into independent and connected curriculum modules, and then forms a comprehensive curriculum group according to the corresponding module categories. It should reasonably optimize the combination of curriculum modules according to the needs of teaching and management. It aims to maximize the teaching effect. At the same time, it should also have the following characteristics: 1 Uniqueness, each course module has its unique teaching content and teaching objectives, and plays a unique role in the teaching plan. 2. Cohesion, each curriculum module must formulate this curriculum module with reference to the curriculum contents of other modules in the formulation process, and connect with other modules, embedded into the overall curriculum module group, reflecting the characteristics of cohesion in the whole curriculum system. 3. Adaptability, the curriculum module must be adaptive and open, constantly adjust, enrich and update according to the changes of social needs, and meet the needs of curriculum and textbook reform.

2. ESTABLISHMENT AND PLANNING OF CULTURAL AND CREATIVE MODULAR COURSES
Cultural and creative majors cover a wide range of disciplines, including literary management, advertising planning, art design, film and television, animation and so on. These majors permeate and rely on each other to form a professional teaching model of cultural and creative education. This teaching model reflects the internal characteristics of modular curriculum teaching, and its purpose is to cultivate professional talents with all-round development. Therefore, when designing cultural and creative modular courses, we should not only design some common basic module courses, but also design some professional module courses that students can choose freely, so as to improve students' basic humanistic quality through these module course platforms.

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addition, as one of the most dynamic industries today, the cultural and creative industry has a certain degree of sustainable development. Compared with the reform and development of cultural and creative talents, the lack of talents related to the cultural and creative industry is imminent. When these problems are implemented into talent training, schools need to timely adjust the curriculum objectives and curriculum contents according to the development needs of China's cultural and creative industry to meet the changing needs. In order to understand the talent demand of the cultural and creative industry and the reality of school education and teaching, this study establishes 8 professional curriculum groups for cultural and creative courses, such as cultural foundation and management, cultural resource development, creative planning, creative design, new media, animation, film and television, drama and so on.

In addition, as a part of comprehensive art education, the curriculum group of cultural and creative specialty should not only inherit the professionalism of cultural and creative curriculum, but also give consideration to the universality of the curriculum, build a "one general and one special" curriculum system, and look for the combination of the two. In combination with the course objectives, course contents and course evaluation of modular courses, the courses combining general and specialized courses are designed according to the requirements of eight course groups: cultural foundation and management, cultural resource development, creative planning, creative design, new media, animation, film and television and drama, so as to cultivate cultural and creative talents with both professional cultural and creative knowledge and general knowledge.

3. APPLICATION OF MODULAR CURRICULUM TEACHING RESOURCES IN COLLABORATIVE TRAINING OF CULTURAL, CREATIVE AND DESIGN TALENTS

In the teaching process of modular courses, we should follow the principles of flexibility and scientization. At the same time, we should optimize the implementation environment of modular courses, achieve the humanized implementation of "people-oriented", and let the teaching resources of modular courses play a great role in collaborative talent training. Therefore, teachers should first make an accurate positioning for the teaching objectives of modular courses and the market demand of cultural and creative talents, achieve the flexible teaching of combining training with market changes, and fully reflect the unity of the teaching objectives of modular courses and the collaborative training objectives of cultural and creative talents. Secondly, we need to reasonably allocate and organize relevant teaching resources, rationalize and optimize teaching subjects, establish a multi module elective system, meet the knowledge and skill needs of collaborative training of cultural and creative talents, and scientifically realize collaborative teaching. Finally, find out students' interest and direction in professional development, formulate modular curriculum teaching quality evaluation strategies, and guide students to invest in the learning of relevant courses, so as to ensure the quality of coordinated training of cultural and creative talents. Through these preliminary preparations, only after the modular curriculum teaching resources are matched with the teaching environment can we further improve the application of modular curriculum teaching resources in the collaborative training of cultural and creative talents.

3.1 Promote the unity of the teaching objectives of modular courses and the collaborative training objectives of cultural and creative talents

The goal of talent training not only determines what kind of person to train the educated, but also determines the course teaching content, teaching methods and forms, which is related to the students' professional orientation. Therefore, in order to perfectly realize the collaborative training goal of cultural and creative talents, we need to plan the matching modular curriculum teaching goal, which complement each other and are related to each other. Therefore, teachers should accurately locate the teaching objectives of each course in the modular curriculum of cultural and creative education while ensuring that the teaching contents and teaching methods are consistent with the cognitive ability and level of students. In these planning positioning, teachers can grasp the following methods: 1. When formulating the teaching objectives of cultural and creative modular courses, we should combine the discipline development planning positioning, clarify the training objectives of cultural and creative talents, and then further establish the corresponding modular courses. 2. When establishing the curriculum group according to the training objectives of cultural and creative talents, we should also determine the standardized curriculum modules and build the curriculum module library to ensure the smooth progress of collaborative training of talents. 3. When formulating curriculum module standards, we should also formulate two types of Module Curriculum Standards: Theory and practice. At the same time, when compiling the syllabus of modular courses, we should not only inherit the traditional syllabus compilation requirements, but also pay attention to the correlation and cohesion between various modules. 4. When building the curriculum module library, we should design general curriculum modules and professional curriculum modules, create a "one pass and one special" curriculum system, and provide diverse curriculum resources for curriculum learners for the transition zone mode of curriculum setting that is difficult to define identity.

3.2 Establish a multi module elective course system to meet the knowledge and skill needs of cultural and
creative talents
According to the quality needs of cultural and creative talents and the social demand for cultural and creative talents, on the basis of planning eight course groups such as "cultural foundation and management, cultural resource development, creative planning, creative design, new media, animation, film and television and drama", we should also set up traditional compulsory courses and open elective courses related to the eight course groups. Give students enough choice space to meet students' diversified knowledge and skill needs. In addition to establishing a multi module elective system, we should also establish a cross system of elective courses. This is because the greatest feature of cultural and creative industries is the leapfrog nature of their disciplines, which integrates the knowledge and skills of multiple majors. Therefore, in the process of applying modular courses to the cultivation of cultural and creative talents, colleges and universities should pay attention to building a talent cultivation mechanism with interdisciplinary disciplines and establish a curriculum elective system with interdisciplinary disciplines to cultivate high-quality cultural and creative talents. While building modular courses for cultural and creative majors, we should change the mode of separation of elective disciplines in the process of traditional education based on the construction of course groups, and create an innovative cross management mode of elective courses to meet the knowledge and skill requirements of cultural and creative talents.

3.3 Formulate the teaching quality evaluation strategy of modular courses to ensure the training quality of cultural and creative talents
After formulating the corresponding curriculum objectives and curriculum contents, colleges and universities should also set up targeted curriculum assessment and evaluation methods to ensure the quality of modular courses. The monitoring system for the modular curriculum of cultural and creative talents should take the initial design of the curriculum as the starting point, and carry out the whole process and all-round monitoring of the modular curriculum. On the basis of building this monitoring system, the corresponding evaluation scheme is designed. The specific implementation process can be as follows: first, before evaluating the teaching effectiveness of cultural and creative modular courses, we should first understand the training objectives of cultural and creative majors and master the social needs of the training plan of the major. Second, decompose the elements affecting the teaching quality of cultural and creative modular courses in detail, and formulate corresponding evaluation standards and evaluation strategies according to each element. Third, analyze and summarize the evaluation values of various elements, formulate the corresponding curriculum quality improvement plan according to the final results, improve the curriculum quality and improve the training quality of cultural and creative talents.

4. THE METHOD OF "ONE GENERAL AND ONE SPECIALIZED" CURRICULUM SYSTEM IN THE COLLABORATIVE TRAINING OF CULTURAL AND CREATIVE TALENTS
Based on the background of the vigorous development of contemporary cultural and creative industry and its increasing role in various fields of society, the construction and improvement of cultural industry is particularly necessary. The development of cultural industry needs creativity and innovation, and the key to innovation lies in talents. Therefore, the cultivation of talents in cultural and creative industry has become an urgent task for China's national cultural construction.

The so-called cultural and creative talents, as the name suggests, refer to elite talents with intellectual property rights as the core, characterized by "mind" service and professional or special skills as the means[2]. Cultural and creative talents must have rich knowledge and strong innovation ability, and be able to use their own skills to transform the preset expression content and information into new products and services. At present, there are many problems in the cultivation of cultural and creative talents in China, mainly including the lack of employees in cultural and creative industries, the lack of professionalism of cultural and creative talents, the lack of creativity, the weak professional training of cultural and creative talents, the unreasonable structure and so on. To avoid these problems and realize the scientific training of cultural and creative talents, we must make full use of the curriculum system of "one general and one special". In the process of talent training, we should not only consider the general knowledge of cultural and creative talents, but also give consideration to their professionalism.

4.1 Highlight professionalism and build a compulsory curriculum system for collaborative training of cultural and creative talents
Cultural and creative industry is an abstract and general concept, which does not refer to a pure industry. It covers a wide range, including film and television, audio-visual, animation, media, sculpture and so on. In the process of cultivating cultural and creative talents, teachers should not generalize. They should analyze specific industries and build a set of professional curriculum system required by cultural and creative talents. Specific training objectives shall be formulated for cultural and creative talents in different industries, and appropriate courses shall be set according to the training objectives. From the perspective of creative division of labor, different types of creative personnel should have unique quality and cultivation. For example, creative workers who focus on artistic creativity need to understand the general laws of artistic activities and
creation, and be familiar with the special laws and characteristics of various artistic activities; Creative workers who focus on scientific and technological creativity need to be more familiar with the latest scientific and technological development achievements related to their major; Creative workers who focus on business creativity need to be very familiar with business laws and financial management, as well as the unique laws of cultural activities[3]. Therefore, cultural and creative talents training should highlight their own school running characteristics and dig deeper into their fields of expertise in order to be more professional.

4.2 Give consideration to general knowledge and build an elective course system for collaborative training of cultural and creative talents

General education is a concept opposite to professional education. It is different from professional education and emphasizes people's all-round and coordinated development. To cultivate cultural and creative talents with innovative thinking and creative ability, the knowledge of a specific aspect is far from enough. Therefore, in the process of cultivating cultural and creative talents, colleges and universities should also pay attention to the construction of general course system. Professional knowledge can be regarded as a required course for a specific cultural and creative talents, while general courses are regarded as unnecessary elective courses, so that students can understand the modules they are interested in on the basis of spare efforts. Due to the influence of professional education in Colleges and universities in China for a long time, talent training lacks the basis of free education. Therefore, the application of general education should not only be reflected in the curriculum arrangement, but also run through the concept of all-round development in the process of talent training. In addition, general education should also be combined with China's existing national conditions and the current situation of the labor market to find a road suitable for the cultivation of cultural and creative talents in China and cultivate more high-quality talents[4].

4.3 Combine general education with specialized education, and add practical courses for collaborative training of cultural and creative talents

At present, the cultivation of various talents in Colleges and universities in China has long been widely influenced by the phenomenon of emphasizing theory over practice and emphasizing inheritance over innovation, which is a criticism that can not be ignored for the cultivation of cultural and creative talents. Because the practicality and innovation of cultural and creative talents are their unique characteristics, it is particularly necessary for students' future development. Therefore, in the process of cultural and creative talents training, teachers should not only be limited to preaching in the classroom, but also strengthen school enterprise cooperation, so that students can not only master rich book knowledge through school enterprise cooperation. We can also apply these knowledge to practice, so as to cultivate talents needed by the society and the market and achieve a win-win situation. Based on the concept of combining general education with specialized education and enhancing practicality, the school can also set up courses such as enterprise internship, post internship and order training for senior students, so that students can go deep into the front line on the basis of fully learning theoretical knowledge and enhance their practical ability. In addition, the school can also carry out more innovation competitions to encourage students to actively participate in order to enhance students' curiosity and creativity[5].

5. THE METHOD OF CURRICULUM GROUP TEACHER INTEGRATION IN THE COLLABORATIVE TRAINING OF CULTURAL AND CREATIVE TALENTS

After determining the training objectives and curriculum system of cultural and creative talents, strong teachers are an important guarantee for the collaborative training of talents. High quality teachers can not only effectively complete the collaborative training of talents, but also improve the training quality of all kinds of cultural and creative talents. Therefore, in the process of collaborative training of cultural and creative talents, teachers should first establish the talent training concept of scientific development of teachers and students, secondly give full play to their respective professional advantages, form a tutorial teaching mode, and finally actively introduce teachers outside the school to construct double teacher teaching training methods with teachers inside the school.

5.1 People oriented and establish the talent training theory of scientific development

The basic value of education is to meet the needs of self-growth, so as to better serve the family and society. Any kind of education can not violate the law of human development. Students should grow up freely and happily in education, and finally realize their personal value[6]. First of all, teachers should establish a people-oriented educational concept and take into account the long-term development of students. Secondly, the cultivation of creative talents should focus on the stimulation and cultivation of their innovative spirit and creative thinking ability, which requires teachers to make good use of the situation and be good at inspiring and encouraging students. In addition, it is also very important to cultivate students' profound humanistic quality, rich imagination and innovative consciousness. Teachers should "teach people to fish" and "teach people to desire" at the same time, so as to help students understand the current situation of the vigorous development of cultural and creative industries, and let students realize that it is far from enough to master
some basic cultural knowledge in the development of cultural and creative industries. To go further in the field of cultural and creative industries, we should also have a certain sense and ability of innovation, so as to stimulate students’ enthusiasm to actively participate in cultural and creative industries.

5.2 To establish the tutorial system talent training mode by leading apprentices with teachers

Tutorial system, as the name suggests, is a system in which each student is assigned a fixed tutor and the teacher guides the students to study. Tutors should not only guide students’ learning, but also guide students’ life and moral education, so as to better adapt to the requirements of quality education and the transformation of talent training objectives. In the process of cultivating cultural and creative talents, we will fully implement the tutorial system, assign tutors to each student, and the tutors will give targeted guidance to their students to ensure that they can teach students according to their aptitude according to their characteristics[7]. In addition, we can also create a "student tutorial system", which is led by senior students or students with solid professional knowledge and rich internship experience to bring junior students, so that students can infiltrate each other in the process of teaching and learning, so as to achieve the purpose of common progress.

5.3 Combining schools with enterprises to establish the training method of double teacher teaching

High quality cultural and creative talents should not only have rich theoretical knowledge, but also master corresponding professional skills. At present, the cultivation of cultural and creative talents by college teachers in China focuses on the indoctrination of students' theoretical knowledge and ignores the accumulation of their practical experience. Therefore, in the context of the integration of curriculum group teachers, a dual teacher training system of school teachers and enterprise R &amp; D personnel, designers or managers should be established. In the school, teachers in the school impart textbook knowledge to lay a good foundation for students to carry out practical activities. Senior students go to enterprises for internship after learning rich theoretical knowledge, Tutors in the enterprise teach practical experience and guide students' personal operation to promote students' professional growth. In addition, the school should also keep close contact with enterprises, understand the needs of enterprises for talents, and adjust the scale of talent training in various creative industries to meet the changing needs of the labor market.

SUMMARY

In the 21st century, the competition of comprehensive national strength among countries in the world is ultimately the competition of talents. There is no doubt that the prosperity and development of cultural industry depends on the support of innovative talents. Nowadays, with the booming of cultural and creative industries, involving all fields of people's life, the demand for high-quality cultural and creative talents is more urgent. Therefore, in view of the current situation of China's cultural and creative industry, the creation of modular curriculum groups, the integration of teachers and the adoption of a curriculum system combining general and specialized courses conform to the trend of the times and meet the needs of the collaborative training of China's cultural and creative talents.

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Abstract: Three groups of second language learners at different levels were used to study the organization patterns of second language mental lexicon through word association tests. The results show that the organization mode of mental lexical words of intermediate and advanced learners is mainly aggregation and combination, while that of primary learners is mainly phonological. The organization patterns of response words of different parts of speech is also studied. The results show that the aggregation and combination relationships exist mainly in words of different parts of speech, and many verbs are stored mainly in combination relationships. According to the research results, teachers should carry out targeted teaching, and help learners to master effective learning strategies.

Key words: Second language learners; Mental lexicon; Organization mode

INTRODUCTION
The study of metal lexicon has long been a focus of mental lexicon studies. Domestic researchers have focused their researches on the organization pattern, reorganization and practice of vocabulary teaching, including the influence of the organization pattern on students’ vocabulary acquisition, the effectiveness of the design of vocabulary teaching activities, and its significance for second language acquisition.

1. PSYCHOLOGICAL THESAURUS THEORY
Mental Lexicon was first proposed by Treisman in 1960s, who believed that the cognitive process is realized when the entry is activated beyond the threshold. This theory quickly aroused heated discussion. Allen Collin and Ross Quaillian (1969) proposed a representation model of brain thesaurus -- hierarchical network model, believing that the semantic system is hierarchical and a logical network structure in which the meaning of words exists. Taft and Forster (1975) suggest that words are extracted by identifying affixes and stems. Marslen (1978), Brown and McNeil all believe that word recognition is achieved through the recognition of the beginning and end segments of speech. There are three main different views of representational structure: phonological, semantic and syntactic.

2. PROBLEMS NEEDED TO BE SOLVED
This study addresses two issues:

(1) Using the organization mode of mental lexicon to explore the sequence of response and memory of Chinese second language acquisition learners to stimulus words of different parts of speech.

(2) Is the organization mode of mental lexicon influenced by part of speech?

3. EXPERIMENTAL DESIGN
According to the research question and purpose, this subject adopts the test method. In order to obtain reliable conclusions, this topic adopts the combination of quantitative and qualitative, inter-group and intra-group comparison design method, select the experimental group and control group. During the half of the semester teaching cycle, at the end of each English class, each student in the experimental group was given a word association test paper, and five stimulus words were given in each test. Students were required to write response words from the given words in a limited time by association. Stage tests were conducted to find out the way or rule of the subject's association to the stimulus.

Experimental steps:
The three groups of subjects in the experiment were as follows: 10 freshmen of University of Science and Technology, Liaoning, whose English scores were all around 100 were the primary group; 10 sophomores of non-English majors who had just passed CET-4 were the intermediate group; and 10 English majors who had passed TEM-8 were the advanced group.

Test words: The test words are from the high-frequency words of CET-4 and meet the requirements of key words in the textbook, ensuring that subjects can generate enough association words.

At the end of each college English class, test papers were distributed to the experimental group. In a total of six times, the subjects were asked to exert their free association ability and write down the associated response words within one minute for each of the five stimulus words given. After the test paper was collected, macro analysis was carried out first, and the total number of word association of the subjects was statistically analyzed.

In this study, the relationship between response words and stimulus words is divided into aggregation relationship, combination relationship, phonological relationship and uncorrelated relationship. The uncorrelated relationship refers to the absence of...
phonological relationship between response words and stimulus words. Unassociated relation is used when the response word is blank, repeated, or unrecognizable. At the end of the experiment, the collected response words were classified according to aggregation relationship, combinatorial relationship, phonetic relationship and uncorrelated relationship, and the three groups of aggregation relationship, combinatorial relationship and phonetic relationship were sorted to test the order of the representation of the response words.

4.EXPERIMENTAL RESULTS AND ANALYSIS
Through the recovery of three groups of students, 60 papers for macro analysis, a total of 3456 words were collected. First, according to the overall phonetic relationship, combination relationship, aggregation relationship, and macro analysis of response words, statistics show as follows.

<table>
<thead>
<tr>
<th>participants</th>
<th>phonetic relationship</th>
<th>combination relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary group</td>
<td>323/36.33%</td>
<td>163/18.33%</td>
</tr>
<tr>
<td>Intermediate group</td>
<td>206/16.38%</td>
<td>488/38.79%</td>
</tr>
<tr>
<td>Advanced group</td>
<td>46/3.51%</td>
<td>695/53.09%</td>
</tr>
</tbody>
</table>

(1) According to the response data, from a macro analysis, the number of response words in the middle-advanced group was significantly higher than that in the primary group. With the gradual improvement of the subjects’ second language level, the organizational pattern of the second language mental lexicon also experienced changes. The relationship between uncorrelated response and phonological response decreased, while the relationship between combinatorial response and aggregation showed an upward trend. It can be seen that with the improvement of learners’ language level, L2 mental vocabulary forms a semantic-oriented vocabulary network.

In terms of the specific expression forms, the response words in the primary group were mainly phonetic relations, while the response words in the advanced group were almost no phonetic relations. In the advanced group, combinatorial relations and aggregation relations account for an important proportion. Therefore, in view of the first question of the study, the data show that with the improvement of the subjects’ second language level, the combinatorial and aggregative relations in the second language mental lexicon are on the rise. Therefore, on the whole, the middle and advanced group’s second language mental lexicon is mainly characterized by semantic association. In addition, in the advanced group, the proportion of reaction word combination relation is higher than aggregation relation, indicating that the combinatorial relation plays a more important role in the advanced learners’ mental lexis. It can be concluded that with the continuous deepening of second language learning, advanced learners’ second language mental lexicon has formed a semantic network, which is dominated by combinatorial relations such as derivation and collocation and supplemented by cohesive relations.

This also answers the first question of the study, that is, the psychological lexicon of second language learners is changing dynamically, from the primary learners to the intermediate and advanced learners, with the phonetic relationship as the main relationship to the semantic relationship as the main change, and the psychological lexicon of high-level learners has formed a network with usage and meaning as the cross-correlation.

(2) Regarding the second research question, subjects classified nouns, adjectives and verbs as stimulus words, and the response relationship between the three groups of subjects to nouns, verbs and adjectives as stimulus words showed the following rule.

Nouns: aggregation (65.89%), combination (18.67%), phonological (10.65%), no correlation (4.79%);
Verbs: conjunctive relationship (34.35%), combinative relationship (43.78%), phonetic relationship (16.32%), no correlation (5.55%);
Adjectives: syntactic relationship (40.64%), combinative relationship (39.37%), phonetic relationship (13.21%), no correlation (6.78%).

According to the data, the part of speech of the stimulus words has certain influence on the response relation of the response words given by the subjects. Specifically, when the stimulus word is a noun, the response word almost presents an aggregation relationship with it compared with adjective and verb. When the stimulus word is a verb, the verb triggers more combinatorial response words compared with noun and adjective, indicating that verbs are easier to be stored in the mental lexicographic library in a linear relationship such as collocation. The number of phonetic relations is the least in all the three parts of speech tests, which may be because most of them are a kind of clustering relation and combinatorial relation which cannot be associated with the supplementary backup mode later. According to the experimental results, words with different parts of speech have common but unique organization patterns in the second language mental lexicography, that is, the stimulus words of any part of speech have the largest number of aggregation and combination relations, that is, semantic relations are dominant, phonological relations are secondary. Among them, nouns and adjectives are mainly associated with aggregation, while verbs have the most associated with combination, that is, nouns have the most associated with aggregation and verbs have the most associated with combination. The reason is: because most nouns involve concepts and actual objects, it is easier to form associations based on encyclopedic
knowledge. Verbs are the main component of sentence syntax changes because of the change of tense and form, so learners are easy to establish fixed forms such as verb collocations. Synonym and antonym of adjectives are more important, and collocation with nouns is also rich, so it is easier for learners to establish semantic connections based on combination and aggregation.

5. CONCLUSION

This study proves the uniqueness and commonality of the second language mental lexis. On the one hand, there are similarities in the response types of part of speech and word meaning. (1) Middle and advanced learners have experienced the transition from the primary learners’ mental lexicon model which is based on phonological relations to that which is based on semantic relations; (2) For the general rules of all parts of speech, the semantic relationship is dominant and the phonetic relationship is weakest. On the other hand, it is found that the construction of thesaurus of SLA learners is related to their cognitive style and knowledge system. Second language learners with different language levels and backgrounds have different mental lexical pathways for different stimulus words, which indicates that words are stored differently in learners’ brains. Therefore, in teaching, teachers can speculate that when the storage mode of vocabulary changes from phonetic to semantic, it also marks the transformation of learners from low-level to middle-advanced learners.

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On the Increasing and Collecting Principle of Neologism in Modern Chinese Dictionary (7th Edition)

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Abstract: The Modern Chinese Dictionary (7th Edition) was issued in September 2016, which is mainly characterized by the addition of more than 400 new words. Based on the 2012 issue of Modern Chinese Dictionary (6th Edition), some new words added in the 7th edition were emerged after 2012, but more were before 2012. A classified survey was conducted on the new words increased. Based on the investigation, this paper summarizes the word collecting principles of the Modern Chinese Dictionary (7th Edition), including the principles of stability, standardization and avoiding vulgarization. These principles can provide reference for the revision of the Modern Chinese Dictionary in the future.

Keywords: Modern Chinese Dictionary (7th Edition); neologism; stability principle; standardization principle; avoiding vulgarization principle

1.INTRODUCTION
The Modern Chinese Dictionary (7th Edition) was released in September 2016. It is only four years since the sixth edition was released. It is also the shortest time between the previous revisions of the dictionary. The main revision contents are: to fully implement the Universal Standardized Chinese Character List published by the State Council in June 2013; More than 400 neologisms have emerged in recent years; nearly 100 new meanings have been added, and a small number of old words and expressions with clear meanings have been deleted. The definitions and examples of more than 700 words have been revised according to the opinions of readers and experts.

Compared with the 6th Edition, the revision range of the 7th Edition is relatively small, and the biggest feature is the addition of more than 400 new words. The period from 2012 to 2016 is the four years of rapid social development in China. The development of information technology is changing with each passing day, and the use of network neologisms is extremely active. It is unprecedented in terms of scope of use, field of use, strength of use and influence on society. Lv Shuxiang once said: "all 'modern' dictionaries should keep up with the times and constantly be revised." The Modern Chinese Dictionary (7th Edition) was revised to adapt to this change to a great extent.

When the Modern Chinese Dictionary (6th Edition) was released, we discussed the inclusion principles of new words. [1] After a revision cycle, some of our views coincide with the practices of the Modern Chinese Dictionary (7th Edition). Of course, the 7th Edition also has some new measures. We classify them according to the more than 400 new words added, to explore the principle of increasing and collecting of new words in the Modern Chinese Dictionary (7th Edition).

2. A CLASSIFIED SURVEY OF NEW WORDS ADDED TO MODERN CHINESE DICTIONARY (7TH EDITION)
The Modern Chinese Dictionary (6th Edition) was published in June 2012. The survey of new words added to the 7th Edition can be divided into two stages by 2012. Generally speaking, the new words added in the 6th Edition are before 2012, and the new words added in the 7th Edition are after 2012. However, after investigation, it is found that the new words added in the 7th Edition are after 2012, but more are before 2012. The reason for this is that the development of language often lags behind the development of society. More importantly, as the most authoritative Chinese dictionary in China, Modern Chinese Dictionary has strict word collection principles. Whether new words are worth collecting still needs time test. The new words before 2012 included in the 7th Edition have been tested by time. The survey materials are neologisms in the Modern Chinese Dictionary (7th Edition) and the Report on Chinese Language Situation (2005-2016) compiled by the Language and Information Department of the Ministry of Education. At the same time, reference is made to the use of neologisms in other major media and websites. The specific approach is to extract more than 400 new words added in the Modern Chinese Dictionary (7th Edition), and then investigate the inclusion of these new words in the Report on Chinese Language Situation (2005-2016) and their use in online media. The results of the survey are as follows:

2.1 NEOLOGISMS GENERATED AFTER 2012
There are neologisms produced in 2012, such as positive energy, the Chinese Dream, negative energy, official media, overseas online shopping, blacklist,
defy the laws of nature, and a surprise hit;

There are neologisms in 2013, such as Eight Provisions, off the chart, Tuhao (lombard), fine particles, Clean Plate, Clean Plate Campaign, good-time girl, thumbs-up, QR code, air defense identification zone, square dance, down to earth, 3D printing, four winds (formalism, bureaucratism, hedonism and extravagance), smog, dust-haze, straight-A student, crowdfunding, the perseverance to hammer away, negative list, two centenary goals, surprising collateral damage, and take it to heart;

There are neologisms in 2014, such as Charging Station, Dada, fall off a cliff, combating corruption, red line, caring boy, break the ice, the three guidelines for ethical behavior and the three basic rules of conduct, the core values of Chinese socialism, profoundal zone, lost contact, hipster, new normal, and One Belt and One Road Initiative;

There are neologisms in 2015, such as maker, supply side, Internet plus, arteannuin, mass entrepreneurship and innovation, The "Four Comprehensives" (comprehensively building a moderately prosperous society, deepening reform, advancing the rule of law, and strictly governing the Party), mass innovation, cut from the same cloth, etc.

It should be noted that the Report on Chinese Language Situation (2005-2016) contains the new words of 2015, but the new words of 2016 have not been selected. Therefore, the new words added in the Modern Chinese Dictionary (7th Edition) we investigated are only counted until 2015.

2.2 NEOLOGISMS GENERATED IN 2005-2011

There are neologisms produced in and before 2005, such as rock-bottom price, go viral, top bidder, defeat in the poll, list, backup, the law of the jungle, hydraulic reclamation, endorsement, anti-driving, local earth, spark off, carry the can, any second, risk control, negative effect, working committee, business card, keep living, official website, streamlining government and delegating authorities, project concluding, check in, golden whistle, partial whistle, refuse classification, hostility, doing two jobs at once, Spirit of Drawing Sword, zero tolerance, lead the decline, overturning, internalize, adverse selection, farmhouse joy tourism, heart-warming, against, broken windows theory, play hokey, soft violence, the important thought of "Three Represents", windows, mobile phone newspaper, flood the screen, standing book, online shopping, network media, e-bank, whitewash, over, auxiliary police, chicken soup for the soul, new media, absence, demand side, shopping, be numbed, throw money at the problem, positive effect, vanity projects, political ecosystem, through train, central control, heavy, go bananas, and affix the responsibility for;

There are neologisms produced in 2006, such as non-prepared exam, flaunt wealth, medical dispute profiteer, blogger, portable charger, optical network, gorgeous turn, post-it note, screenshot, cold joke, skip, post bar, pain spot, trap, haha point, new colonialism;

There are neologisms produced in 2007, such as complete retirement, a storm in a teacup, be in vogue, money drawing, pardon the past, middle-income trap, and re post;

There are neologisms produced in 2008, such as great love, naked officials, negative feedback, running with tears, fragmentation, middle split;

There are neologisms produced in 2009, such as land king, electronic commerce, viral hit, buzzworthy, small freshness, ballast stone;

There are neologisms produced in 2010, such as miserable, grief, all-out donation, purchase limits, and private correspondence;

There are neologisms produced in 2011, such as big data, WeChat, walk into a trap, craftsman spirit, vibrate in tear, etc.

3. THE PRINCIPLE OF INCREASING AND COLLECTING NEOLOGISMS IN MODERN CHINESE DICTIONARY (7TH EDITION)

As the most authoritative Chinese dictionary in China, Modern Chinese Dictionary has strict compilation principles, with the main characteristics of standardization, scientificity and practicability. These characteristics are also the main principles followed by the previous revisions of the dictionary. New words have been collected since the 6th Edition, and the revision of the 7th Edition is mainly to add new words. The problem of increasing and collecting of neologisms has not been encountered before, which is also a problem that needs to be faced for a long time in the dictionary revision in the future. What principles should be observed in increasing and collecting of neologisms still need to be explored.

According to the above investigation on the neologisms added in the Modern Chinese Dictionary (7th Edition), the principle of adding neologisms can be roughly summarized as the principles of stability, standardization and avoiding vulgarization. The following are discussed separately.

3.1 STABILITY PRINCIPLE

Among the neologisms on the Internet, many new words created for a certain event or process, such as the "Illegal Brick Kiln Event in Shanxi Province" and "Glue-forbidden Order" in 2007, the "erotic picture scandal" and "melamine milk scandal" in 2008, the "Influenza A virus" and "Dubai Crisis" in 2009, the "London Olympics" and "Syrian crisis" in 2012, the "Ebola" and "occupy central" in 2014, etc. After a period of time, these words will not be popular or even used much, so there is no need for collecting.

In addition, many new words are made up temporarily by netizens, such as "did you know it?", "the floor crooked", "budget husband", "I'm lost for words", "you city people play well", "like", "little fresh meat (twink)", "acting cute", "manpinde", "MM", etc. Although these words are fresh, they lack stability and are not suitable for inclusion.
We have discussed that the neologisms included in the Modern Chinese Dictionary should be those words with strong vitality that have been tested in practice. We also put forward a test time range, which should last for 5-10 years. In addition, we should refer to the statistical data in the Report on Chinese Language Living Situation compiled by the Ministry of Education. [2] According to the addition of neologisms in the 7th Edition, the practice of the Modern Chinese Dictionary (7th Edition) is consistent with our analysis. In particular, it needs to be tested for 5-10 years, which is more obvious in the 7th Edition. Through the survey, some new words after 2012 are included, but more are before 2012.

We illustrate this by investigating the use of new words in online media in 10 years. The selected corpus is the People's Daily Online newspaper search, including 21 newspapers such as People's Daily, People's Daily (Overseas Edition), Beijing Times, Jiang Nan Times and East China News. The usage times of new words selected in Modern Chinese Dictionary (7th Edition) are investigated year by year to obtain statistical data.

For example, "endorsement" appeared 122 times in 2007, 135 times in 2008, 135 times in 2009, 101 times in 2010, 162 times in 2011, 119 times in 2012, 137 times in 2013, 101 times in 2014, 96 times in 2015 and 158 times in 2016 (data survey to December 7, 2016, the same below). From the data, the use of "endorsement" is relatively stable every year, and such words have strong expressiveness. Therefore, The 7th Edition is included.

Another example is "new media", which appeared 302 times in 2007, 602 times in 2008, 256 times in 2009, 371 times in 2010, 569 times in 2011, 392 times in 2012, 565 times in 2013, 645 times in 2014, 747 times in 2015 and 1395 times in 2016. This word has always been used highly. Such new words are included.

3.2 NORMATIVE PRINCIPLE

Internet neologisms are characterized by randomness and instability. [3] The users are mainly young people. They pursue innovation and like to say "do you know it?", "Admiration arises despite my incomprehension of what you said.", "I feel bad and want to cry", "little princess", etc. Such words obviously have the characteristics of casual and hippy, and are not suitable for inclusion in the Modern Chinese Dictionary based on the principle of standardization. The normative principle of Modern Chinese Dictionary (7th Edition) can be discussed from the following aspects.

First, new words should conform to the law of Chinese word formation. Language has its internal structural laws, which must be observed. Chinese vocabulary can generally be divided into combination, subject predicate, verb object, verb complement, modifying construction and other combination methods. There are the modifying construction neologisms, such as "rock-bottom price", "good-time girl", "new normal", "thick plant", "positive energy"; subject predicate neologisms such as "tears running", "big billows beat the sands", "bottom facing the sky"; verb object neologisms such as "defy the laws of nature", "down to earth", "like button", "break peace", "debunk", "skip classes" and so on; the verb-complement construction neologisms such as "go viral", "win at one stroke", "whitewash" and so on, and combined neologisms such as "check out", "touch", "supervision", petty and harassing", "pray", "smog" and so on.

Of course, some abbreviations have been added this time, such as "Three Stricts and Three Steadies (Be strict in cultivating one's moral character, preventing abuse of power and disciplining oneself; Be steady in planning matters, starting undertakings and conducting oneself", "four winds (formalism, bureaucratism, hedonism and extravagance)" and "risk control", but the words that can be collected in the Modern Chinese Dictionary cannot be abbreviated at will. They must have a high degree of recognition, and "low rent housing, affordable housing and limited price housing" are referred to as "three housings"; the "labor shortage, money shortage, power shortage, high cost and high tax burden faced by private small and medium-sized enterprises" are described as "three shortages and two highs"; the "do you know it" and the "you city people really can play well" all lack a broad mass base and recognition. Such words cannot be included.

Second, network multi character words are obscure and not suitable for collection. In 2013, there was a blowout of multi character words on the Internet, such as "Xi Da Pu Ben", which means "love to see, to hear and to tell everybody the joy that the whole world joins in the jubilation". In addition, such as "Bu Ming Jue Li (I don't quite get it, but I think you are really terrific)"", "Shi Dong Ran Ju (being deeply moved, but still reject a person)", "Ren Jian Bu Chai (Some lies are better not exposed, as life is already so hard)", "Lei Jue Bu Ai (too tired to love)", "Shuo Nao Jue Yu (being deeply moved, but still reject a person)", "Xi Si Ji Kong (too horrible to contemplate)", "Gao Da Shang (luxury, large, level up)", "Wo Huo Dai (My friends and I are shocked)". The semantics of such words are obscure, difficult to understand with conventional thinking, and to get continual development.

Third, the homophonic new words are mostly random, lack of stability and productivity, and should not be included. For example, saying "what" as "god horse", saying "tragedy" as "cup", saying "I" as "ou", saying "this way" as "soy sauce purple", saying "uncomfortable and want to cry" as "blue thin and mushroom", etc. From the perspective of lexical
function, it has no great value and has the right to be entertained.

Fourth, new words mixed in Chinese and English are not included. In the 7th Edition, for western alphabetic words and new words mixed with Chinese and English, such as "hold 住", "你 出 了", "APEC 藍", "U 站", etc. In order to maintain the purity of Chinese, such new words are not included. These new terms of increasing and collecting can be explained by the theory of acceptability. Sun Rui proposed that acceptability can be judged from three aspects: value index, harmony index and agreement index. [4]

We use the "value index" to discuss normative issues. Value index refers to the value of network neologisms in language use. The value index of a word can be judged from two aspects. First, what kind of function does the word have? Generally speaking, it is what the word "can do"; Second, what is the uniqueness of the word; in other words, "whether other words can do or not if the word can do". According to this theory, the value index of the above homophonic neologisms and Chinese and English mixed neologisms is not high. From this point of view, the acceptability of these words is not high.

3.3 THE PRINCIPLE OF AVOIDING VULGARIZATION

New words are close to life and humorous. However, due to non-standard management, many words are vulgar. If such words are allowed to be popular, it will seriously affect the harmonious development of society, which is also an urgent problem faced by network new words.

In June 2015, the public opinion monitoring room of the people's network released the Survey Report on Internet Vulgar Language and released the ranking table of Internet vulgar words in 2014. In this table, the top vulgar words include: Nima, loser, tease, brickspert / beast, shit, fuck your sister, poser, grass mud horse, fuck me, fucker, bigot, fucking, catfight, fuck off, little bitch, fucking idiot, bootlicker, etc. Such words are vulgar and have no beauty. These vulgar words roughly have the following sources.

One is the use or variation of the original vulgar words in Chinese. For example, "Nima" is a variation of "your mother", and "Grass Mud Horse" is a variation of "fuck your mother". The second is the transliteration of vulgar words in English. Such as "shit", "fuck you", etc. The third is the vulgar words created by the network. For example, "brickspert", "beast", "shit", "bootlicker", etc. [5]

On October 15, 2015, China Language Living Situation Report (2014) was released, which pointed out that online language has become a very active part of Chinese. However, some online neologisms such as "loser", "Grass Mud Horse" and "bigot" have low word style and low taste, but these words are widely used by newspapers, radio and television and other media. Tian Lixin, deputy director of the Department of Language and Information Technology, said that due to the characteristics of the "virtual community" of the network and the "lack of people to check" of the we media, a large number of network vulgar words have emerged, accumulated social hostility, and the network vulgar language has reached the level of governance.

For such vulgar new words, Modern Chinese Dictionary is absolutely not included.

4. SUGGESTIONS ON THE REVISION OF MODERN CHINESE DICTIONARY IN THE FUTURE

First, I would like to make a suggestion on the added entry "In the seventh month, the Fire Star passes the meridian" in the Modern Chinese Dictionary (7th Edition).

According to The Book of Songs · Bin Feng · Seventh Month, "In the seventh month, the Fire Star passes the meridian; In the ninth month, clothes are given out" (Fire is a constellation name, that is, Xinxiu, which appears in the due south in June of the lunar calendar every year, with the highest position, and gradually sinks to the west after July, so it is called "Fire Star passes the meridian"). It means that summer goes and autumn comes, and the weather turns cool. Now it is also used to describe the hot weather (because people mistakenly understand "July" as July of the Gregorian calendar and "fire" as hot).

We believe that there is no problem with the interpretation of the first half of the entry, and the later saying "it is also used to describe the hot weather" is debatable. Even if the reason is then indicated, it is still inappropriate. After all, this new usage is summarized into meaning. "In the seventh month, the Fire Star passes the meridian" comes from The Book of Songs and has its classic meaning. It has been so for thousands of years, but now some people don't know the source of the classics and take it for granted that it is "as hot as July". This understanding is obviously wrong. Many scholars have corrected this point many times and won't repeat it here. What we want to say is that the Modern Chinese Dictionary, as an authoritative Chinese dictionary, will mislead readers and make people feel that it can be used in this way. We believe that it is safer to delete the second half of "now also used to describe hot weather" for the time being, and it is more in line with the consistent practice of standardized dictionaries.

Then it puts forward some suggestions on the revision of Modern Chinese Dictionary. The Modern Chinese Dictionary should be revised in time according to the development of language. What principles should be followed in increasing the income of new words? Through the revision of these two editions, some experience has been accumulated. Facts have proved that the principles of
standardization, stability and avoiding vulgarization should be observed. These experiences can provide reference for the revision of modern Chinese dictionary in the future.

5. CONCLUSION

Of course, the 6th and 7th Editions of the Modern Chinese Dictionary mainly add some new words and expressions produced in recent years. If these new words and expressions do not adapt to the development of society, they can also be eliminated and a dynamic regulation and control system can be established from a long-term perspective. Of course, from the current situation, there is no obvious neologisms that can be eliminated.

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REFERENCES:
Research on Humanistic Management Paradigm Based on University Humanities and Social Science

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Abstract: Humanities and social sciences is an important part of the university development. In the face of new development opportunities, it is urgent to clarify the situation, make scientific plans, take the initiative, fill in the shortcomings, and strive to improve the strength of the discipline. The Report to the 19th CPC National Congress proposed that socialism with Chinese characteristics has entered a new era and made a major judgment on the new historical orientation of China's development. The opening of a new era means new goals and new tasks. Philosophy and social science workers should conform to the times, understand the changes of ancient and modern times, make the pioneer of thought, fulfill the sacred duty of "nurturing and molding spirit", answer the major topic of "the matters of the times", produce high-quality works "needed by the people", and truly set a social example of "illustrious virtue, utmost goodness". The influence of a university depends on both science and technology and ideology and culture. The nourishment provided by humanities and social sciences is essential not only for creating a "double first-class", but also for the most fundamental educational mission of the university and cultivating talents of the times. Taking this as the research content, this paper explores a specific and feasible practical path from the aspects of strengthening ideological education, strengthening organizational construction and creating a humanistic environment.

Keywords: university; humanistic society; scientific research; humanistic management paradigm

1. INTRODUCTION

The development level of humanities and social sciences research directly reflects the civilization and spiritual state of a country and nation. The development of humanistic management paradigm can promote the development and progress of humanities and social sciences. In the current social background, the humanistic management research in more and more colleges and universities presents the phenomenon of "emphasizing form and neglecting connotation", resulting in low research level and few pioneering and innovative achievements. Therefore, how to speed up the development of this form has become the direction and focus of colleges and universities.

2. THE CONCEPT OF HUMANISTIC MANAGEMENT PARADIGM IN UNIVERSITY HUMANITIES AND SOCIAL SCIENCES RESEARCH

2.1 HUMANITIES AND SOCIAL SCIENCES RESEARCH

In the modern scientific system, humanities and social science is the general term of interconnected "humanities" and "social disciplines", including politics, economics, pedagogy, ethnology, etc. Through the exploration of individual thought and behavior, group structure, mechanism and other social aspects, it takes human social existence as the main research object, to reveal the general law of human social development and better build and manage the society. Humanities originated in Europe in the 15th century, especially the disciplines related to human interests. Then its research content gradually expanded, and the society of human life was included in the research scope. In 1977, UNESCO formulated the International Standard For the Classification of Education, which specifically classified and defined the humanities. In China, the humanities generally refers to the humanities and social sciences. [1]

2.2 HUMANISTIC MANAGEMENT

Humanism refers to various cultural phenomena of human society. In the history of China, the concept of humanities has long existed and has a wide meaning. In The Book of Changes, it is recorded that "Men are hard and women are soft; This is astronomy, that is, nature; According to this, human beings form a couple and turn to family, country and the world. It’s humanities and culture. Humanities is opposite to astronomy. Astronomy refers to nature, and humanities refers to social and human relations.” Humanity here represents the law and order of human life corresponding to astronomy. With the development of the ancient feudal system, the meaning of humanity has been further developed and improved, and gradually extended to "human sympathy". It emphasizes that the reason why people are human is not only rational, but also that they can regulate their own behavior with a fixed law system.
It can be seen that the humanities in ancient China emphasized the standardization and enlightenment of people, while the western understanding of humanities always runs through the belief of "freedom". The core of them lies in respecting, caring for and loving people. Humanistic management is to promote people's all-round development through scientific and orderly management at different levels on the basis of "people-oriented". In Colleges and universities, it specifically means to fully reflect humanistic care in management, effectively meet the actual needs of different researchers, and make them achieve a harmonious state in ideological value, so as to promote their all-round development. [2]

3. PRACTICE AND EXPLORATION OF HUMANISTIC MANAGEMENT PARADIGM IN THE RESEARCH OF UNIVERSITY HUMANITIES AND SOCIAL SCIENCES

Although the humanistic management of scientific research in China has made considerable development and progress, there are still some problems in practice, which affect the progress of scientific research. Therefore, we should promote its development and progress from the aspects of strengthening ideological education, strengthening organizational construction and creating a humanistic environment.

3.1 TO STRENGTHENIDEOLOGICAL EDUCATION

First of all, ideological education is indispensable in an organization, as well as in the research and management of humanities and social sciences. Therefore, we should strengthen the ideological education of scientific researchers and managers, combine collectivism, team spirit and other contents with ideological education, and further improve the value identity and team consciousness of scientific researchers. Secondly, responsibility is not only a basic criterion for a person, but also a value scale for moral evaluation. In scientific research, we should pay attention to cultivating the sense of responsibility of different subjects, improve their sense of responsibility, guide them to organically combine their own responsibilities, obligations and rights, and promote standardized and coordinated cooperation between individuals and organizations, to promote the prosperity and development of humanities and social sciences research. [3] In addition, the construction of management community is inseparable from a clear and reasonable division of labor, as is the case in the management research of humanities and social sciences. The ultimate goal of scientific research management of humanities and social sciences is to promote the development and progress of its scientific research. In this system, different subjects play different roles. For example, senior managers play the role of decision makers and are committed to making decisions on some major scientific research projects, while researchers are researchers of important scientific research contents. From the surface, they are the relationship between the manager and the managed, but in essence, they are important subjects of the public body of humanities and social sciences management. Therefore, colleges and universities should guide them to correctly locate their own roles, clarify their responsibilities and priorities, and promote the development of this management system. [4]

3.2 TO STRENGTHEN ORGANIZATIONAL CONSTRUCTION

First, colleges and universities should strengthen the professional training of scientific researchers. In fact, colleges should improve their own ability and give full play to their positive role. At the same time, colleges also should strengthen the communication between managers and researchers to promote their mutual promotion and common growth; On the other hand, colleges should also form a fair competitive environment to stimulate the enthusiasm of scientific researchers, such as promoting the transparency of the work process of scientific research project approval organization, improving the fairness of competition, and giving researchers the right direction. Secondly, colleges should strengthen institutional functions. On the one hand, colleges should optimize and improve the humanistic management paradigm of humanistic and social science research, strengthen its humanistic management function and further improve its humanistic management efficiency; On the other hand, colleges should establish a harmonious interpersonal relationship of humanistic organizations, ensure effective communication between personnel, mobilize the enthusiasm, initiative and creativity of humanistic and social science workers at all levels, and promote the deepening development of humanistic and social science research. [5] In addition, the service consciousness of managers should be cultivated. Service is a behavior whose highest goal is to realize the life value of others, while humanistic management is the starting point and end point of all management work. They are highly consistent. Therefore, colleges and universities should improve the service awareness of managers, provide a better working environment for scientific researchers, effectively meet their work needs and fully mobilize the enthusiasm of staff, improve work efficiency and systematically promote the scientific research and management of humanistic management paradigm. [6]

3.3 TO CREATE A HUMANISTIC ENVIRONMENT

In scientific research, the production of any high-quality achievements is inseparable from a comfortable scientific research environment. Therefore, colleges and universities should create a good academic environment for the research of humanities and social sciences. First of all, we should
adhere to the concepts of humanism, nationality, fairness and justice, and create a scientific research environment highlighting humanistic care. On the one hand, colleges and universities should integrate democratic thought into management, strengthen researchers' understanding and recognition of humanistic values, and promote them to continuously improve their humanistic quality and externalize it into daily behavior; On the other hand, we should implement this concept in all aspects of humanities and social science research management and enhance the practicality of its humanistic management paradigm. [7] Secondly, colleges and universities should uphold independent development and advocate democratic management. On the one hand, we should strengthen the publicity and guidance of humanistic management thought, combine the traditional class management with democratic management, and form a democratic and fair ideological and moral management system; On the other hand, we should combine democratic management with the research and practice of humanities and social sciences, apply this concept to real life and give full play to its positive effect. In addition, differences should be respected. Colleges and universities should proceed from reality, fully understand, respect and meet the demands and needs of different researchers, and improve their work enthusiasm. At the same time, we should accurately grasp the characteristics of the times and keep pace with the times to make its management meet the needs of the times development. [8]

4. CONCLUSION

A strong country and nation should not only have strong hard power such as military science and technology, but also have a strong culture, which can reflect the characteristics of the times, international level and national characteristics. Humanistic management is an effective way to achieve this goal, which can break the "scientization" of scientific research management and eliminate the "utilitarianism" among them, so as to urge researchers to devote themselves to research, improve its scientific research efficiency, and then promote the development and progress of society and country.

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Abstract: EQ, self-esteem and mental health play an important role in adolescent students’ development. Therefore, it is necessary to study the relationship between EQ, self-esteem and mental health, so as to find the relationship between three factors and promote students' healthy growth. This paper investigates the students of a middle school in the form of questionnaire, analyzes the data through statistical analysis methods such as regression analysis and correlation analysis, discusses the analysis results, and obtains the relationship between students' EQ, self-esteem and mental health. 

Keywords: adolescent students; EQ (Emotional Quotient); self-esteem; mental health

1. INTRODUCTION
Adolescent students are still in the immature stage in physiology and psychology, which is an important period of students' development. EQ is the ability of people to understand and control their emotions, which corresponds to IQ. In recent years, cultivating students' EQ, helping students overcome setbacks and improving students' interpersonal skills can promote students to maintain mental health, and has attracted the attention of all sectors of society. [1] In such an environment, many experts and scholars began to study EQ, and integrated the research results of EQ into the field of psychology. Self esteem is a kind of self-worth judgment that people show themselves. It is one of the important judgment indicators of mental health. Therefore, it is necessary to study the relationship between emotional intelligence, self-esteem and mental health of adolescent students.

2. OBJECT AND METHOD
2.1 MAIN RESEARCH OBJECTS
In this study, the main research object is a middle school student. A total of 600 questionnaires were distributed, of which 580 were recovered, of which 570 were valid.

2.2 THE MAIN RESEARCH TOOLS AND RESEARCH METHODS
In this study, the questionnaire survey method is mainly used to collect relevant data. The respondents fill in the questionnaire and collect the questionnaire on the spot. The data collected by the questionnaire are mainly through SPSS16.0 statistical software, and statistical analysis methods such as regression analysis and correlation analysis are mainly used. In terms of research tools, the main test scales used include the international standard EQ test scale, self-esteem scale and students' mental health scale.

3. RESULT ANALYSIS
3.1 OVERALL SITUATION OF STUDENTS' EQ, SELF-ESTEEM AND MENTAL HEALTH
According to the results of the questionnaire survey, the average score of students' EQ is about 91, which is at the general level as a whole. Among them, students with scores below 90 accounted for 45.30% of the total number, students with scores from 90 to 129 accounted for 48.60%, and students with scores from 130 to 149 accounted for 6.10%. In terms of self-esteem, the average score of students is about 29, which is above the medium level as a whole. In terms of mental health, the average score is about 2, of which 50.80% of the students have slight psychological problems; 8.30% of the students had moderate psychological problems and 0.40% had severe psychological problems. On the whole, 59.50% of the surveyed students have different degrees of psychological problems.

3.2 COMPARISON OF STUDENTS OF DIFFERENT GENDERS
The questionnaire data of EQ, self-esteem and mental health of students of different genders were tested by independent samples. The empirical results show that the EQ of boys is higher than that of girls; There is no significant difference between boys and girls in self-esteem and mental health.

3.3 COMPARISON OF STUDENTS IN DIFFERENT GRADES
The questionnaire data of EQ, self-esteem and mental health of students of different grades were tested by independent samples. The empirical results show that the EQ of boys is higher than that of girls; There is no significant difference between boys and girls in self-esteem and mental health.
of mental health, there was no significant difference among the three grades.

3.4 RELATIONSHIP BETWEEN STUDENTS’ EQ, SELF-ESTEEM AND MENTAL HEALTH

There is a significant positive correlation between students’ EQ and self-esteem, but there is a significant negative correlation between self-esteem and EQ compared with mental health. This fully shows that the higher the students’ EQ and self-esteem, the higher the students’ health level will be.

4. RESULT DISCUSSION

4.1 THE GENERAL SITUATION OF EMOTIONAL INTELLIGENCE, SELF-ESTEEM AND MENTAL HEALTH OF ADOLESCENT STUDENTS

The results of the questionnaire show that almost half of the students have low EQ. The main reasons for this situation are as follows. First, most of the students in adolescence are in a critical period of physical and psychological development, but their psychological development is far from reaching the mature stage. Therefore, these students are not able to control their emotions, and are prone to anger, extreme and other bad emotions or behaviors. [2] In the face of difficulties or setbacks, we cannot use reasonable measures to face these setbacks and difficulties. Second, in the education of students, the cultivation of students’ EQ is often ignored. Even if psychological courses are set up in some schools, due to the influence of various factors, students’ participation in such courses is not high, so such courses do not achieve the goal of cultivating students’ EQ. [3] In terms of self-esteem, the survey results show that students’ self-esteem is at a medium level, which shows that most students have a good evaluation of themselves. In terms of mental health, some students have certain psychological problems, which need to be paid attention to by the school.

4.2 GENDER COMPARISON OF EQ, SELF-ESTEEM AND MENTAL HEALTH OF ADOLESCENT STUDENTS

Through the investigation and analysis of the above contents, it shows that the EQ level of boys is significantly higher than that of girls. Under normal circumstances, compared with boys, girls are more delicate in mind and more abundant in emotion, but their emotions often change quickly and often do not fully express when they encounter things. [4] At the same time, in the process of getting along with others, girls are prone to psychological problems such as jealousy and sensitivity, and even don’t communicate because of small things. Compared with girls, boys are more open-minded and more willing to reveal their feelings to others. Even if they have conflicts with others, they will make up soon. Therefore, boys have a higher level of EQ than girls. There was no significant difference in self-esteem and mental health between boys and girls.

4.3 GRADE COMPARISON OF EQ, SELF-ESTEEM AND MENTAL HEALTH OF ADOLESCENT STUDENTS

The research shows that the EQ of grade three students is higher than that of grade one, but there is no significant difference between grade three and grade two. This is because with the growth of age, students’ experience will be richer, so senior students are more mature in physical and psychological aspects, and can adopt a more reasonable way and positive attitude to deal with difficulties or setbacks. [5] In the process of interpersonal communication with others, we can fully consider the feelings of others, so the interpersonal relationship of grade three students is better. In terms of self-esteem, there are significant differences between grade one students and grade two and grade three students, but there is no significant difference between grade two and grade three. At the same time, the level of self-esteem will decrease with the increase of age. This is because with the increase of age, students will face more pressure and their evaluation of themselves will decrease. In terms of mental health, there is no significant difference in students' mental health level. From the analysis results, most students have different degrees of psychological problems, and students in different grades will have certain psychological problems.

4.4 THE RELATIONSHIP AMONG EMOTIONAL INTELLIGENCE, SELF-ESTEEM AND MENTAL HEALTH OF ADOLESCENT STUDENTS

The results show that students' EQ and self-esteem show a positive correlation, but EQ and self-esteem show a negative correlation compared with mental health. In general, students with high EQ can better manage and control their emotions, and can face problems with a positive attitude. [6] At the same time, students with high EQ can also timely observe the emotional changes of others, think of others, and better deal with the relationship with others. Students with good interpersonal relationships tend to have higher self-evaluation, so people with high EQ often have high self-esteem. In addition, the results also show that students with high EQ and high self-esteem also have a higher level of mental health. From the linear regression results, it can be seen that EQ and self-esteem can well predict the level of mental health.

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Exploring the Path of Professional Cultivation of Psychological Members in Colleges and Universities from the Perspective of "Three-wide Education"

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Abstract: Mental health education, which is an important part of the talent cultivation system of colleges and universities, is also an important content of ideological and political education in colleges and universities [1]. Psychological members are an important part of mental health education in colleges and universities, and a professional psychological member team can help make up for the shortcomings of mental health work in colleges and universities. Based on the previous work, this project explores the professional cultivation path of "1+2+3+4", which is "one normal, two main lines, three seasons and four layers", and creates a team that can "predict psychological fluctuations, identify problem factors and carry out preliminary psychological help". We have created a professional psychological member team that can "predict psychological fluctuations, identify problematic factors, and provide preliminary psychological help". Keywords: three-wide education; psychological member; professionalization; cultivation path

1.INTRODUCTION
In recent years, China has been paying more attention to mental health education in colleges and universities, but there is a relative lack of professional teachers for mental health education in colleges and universities, which is difficult to meet the work needs in the new era. Psychological members are an important supplement to the mental health work team and provide important support to the mental health education of college students. The full-time mental health teachers are busy with daily affairs management such as psychological counseling and handling psychological crisis events, and the counselors are limited by their own insufficient psychological expertise, which makes it difficult for them to carry out professional training for psychological members and affects the follow-up work of psychological members.

2.CURRENT STATUS
1.Lack of professionalism in training of psychological members
In colleges and universities, the training for psychological members is mostly conducted by full-time mental health teachers or counselors. The training of psychological members is a gradual and in-depth process. At present, colleges and universities have not yet established a systematic training system for psychological members, and it is difficult for psychological members to integrate in conducting mental health knowledge promotion, psychological theme class meetings, crisis event discovery and helping students to relieve psychological stress, often giving their time but failing to achieve good results.
2.Lack of systematic training of psychological members
The training of psychological members is a gradual and in-depth process. At present, colleges and universities have not yet established a systematic training system for psychological members, and it is difficult for psychological members to integrate in conducting mental health knowledge promotion, psychological theme class meetings, crisis event discovery and helping students to relieve psychological stress, often giving their time but failing to achieve good results.
3.Lack of innovation in training of psychological members
The growth environment and ideological characteristics of contemporary college students, especially the "post" college students, are very different from those of the "90post" students. In order to truly play the role of psychological members, we need to continuously innovate the cultivation method and cultivation system for "00post" psychological members, so as to improve the efficiency of psychological members.

3.IMPLEMENTATION PROGRAM
In the preliminary research work, we pay attention to the important role of psychological members, while relying on psychological counseling stations and psychological associations to continuously strengthen the professional training of psychological members. For example, at the beginning of the selection of psychological members, experienced psychological teachers were invited to conduct initial training for psychological members, and the initial training
included the duties of psychological members, the importance of their work, and the sense of honor of their work, etc. The purpose was to let psychological members understand the role they had to assume in the process of carrying out their work and to improve their sense of identity and responsibility for their positions[2]; during the New Coronary Pneumonia epidemic, in response to the changing psychological conditions of students, training was given to psychological members. During the new pneumonia epidemic, in view of the changes in students' psychological conditions, training is provided to psychological members on their work priorities and ways of working during the epidemic to help them improve their working ability; when there are special cases, psychological members are allowed to observe the process of counselors' handling of psychological crises through scenario reenactment, so that they can deepen their understanding and digestion of psychological theoretical knowledge and improve their practical working ability within a limited period of time, so as to better play the role of psychological members in the prevention of psychological crises and the initial handling of crises. The program will be held in the afternoon.

On the basis of the previous work, we have explored the "1+2+3+4" path of professional training for psychological members, which is "one normal, two main lines, three seasons and four layers". The "1+2" in "One Normal and Two Main Lines" means that the education and cultivation of students are based on the two main lines of study and life. The main content of college students in school is academic and life. Academic work is the main responsibility of students, and life is related to the healthy growth of students. These two aspects are also important existences that tend to cause students' mood swings. Students may experience professional problems, learning difficulties, and academic registration changes in their studies, and may experience interpersonal problems, maladjustment, and financial difficulties in their lives. Therefore, in the professional training of psychological members, we focus on the identification of factors that may cause psychological problems and the improvement of the ability to help classmates with psychological support. The training on "how to face academic difficulties properly", "how to relieve anxiety during the examination season", "how to pay better attention to students with psychological confusion", etc. will strengthen the professionalization of psychological members. The training will enhance the professionalism of the members.

The "three seasons" are special periods that can easily cause students to have significant mood swings, namely the entrance season, the examination season and the autumn/winter season. During the entrance season, students have to face the increasing academic tasks and academic pressure, especially during the school season after the new pneumonia epidemic, which increases the pressure of interpersonal communication; during the examination season, students are prone to depression, anxiety, insomnia and other emotional disorders due to the stressful examination schedule and heavy revision tasks; during the autumn and winter seasons in the autumn and winter seasons, the human biological clock cannot adapt to the shortening of sunlight, resulting in physiological rhythm disorders and endocrine disorders, which can easily lead to changes in mood and state, and in serious cases, they may even suffer from "autumn depression" [3]. Therefore, it is important to strengthen the ability of psychological members to anticipate, identify and help students with mood swings during the entrance season, examination season and autumn/winter season to ensure that students can successfully pass the whole semester.

The "four levels" are the systematic training contents for the psychological members, which are professional knowledge, work skills, knowledge of duties and professional ethics. Professional knowledge mainly involves the basic knowledge of mental health, interpersonal communication, common psychological problems and common manifestations of mental illness; work skills mainly focus on the skills of psychological members in anticipating problems, identifying abnormalities, talking and listening, and psychological relief; duty awareness can be enhanced through role models; case studies and role plays to enhance psychological members' understanding of their own duties, the roles they have to assume in the process of carrying out their work, and to improve their sense of identity and responsibility for their positions; and professional ethics. Professional ethics mainly includes the basic ethical rules that psychological members must understand, especially the principle of confidentiality[2]. The training content is selected and diversified, and the training is interspersed with case studies, group counseling, movie appreciation, role-playing, outreach training, study tours and other innovative activities to deepen the psychological members' understanding and digestion of theoretical knowledge and to stimulate their enthusiasm for participating in the training. The systematic training of psychological members in the four levels is an important guarantee and support for the realization of whole-person, whole-process and all-round education.

4.EFFECT ANALYSIS
A professional psychological member team is an important guarantee for the realization of the “three-wide education”. In this project, the professional cultivation of the psychological member team is carried out through the "1+2+3+4" path of professional cultivation of psychological members, which is "one normal, two main lines, three seasons
and four layers", and the effect is remarkable, and the working ability of psychological members is greatly improved. Take the College of Computer Science and Technology of Tiangong University as an example, in the academic year of 2018-2019, there were 26 cases of significant psychological fluctuations among the students of the College, and 5 cases were detected by the psychological members, with a detection rate of 19%; in the academic year of 2019-2020, there were 19 cases of significant psychological fluctuations among the students of the College, and 11 cases were detected by the psychological members, with a detection rate of 58%; in the academic year of 2020-2021, there were 32 cases of significant psychological fluctuations among the students of the College, and 22 cases were detected by the psychological members, with a detection rate of 69%. After the professional training, the psychological members can prevent and detect the significant psychological fluctuations of classmates in time, which provides important support to the mental health education of college students.

5. CONCLUSION
This project explores the "One Normal, Two Main Lines, Three Seasons and Four Layers", i.e. "1+2+3+4", which is a professional cultivation path for psychological counsellors, and is highly replicable and operable without excessive material investment and manpower support. The "one normal and two main lines" are the two main lines of education and training which are closely focused on students' study and life. The "three seasons" are the special periods when students' emotions are likely to fluctuate greatly, namely the entrance season, the examination season and the autumn and winter seasons. The "four levels" are the four levels of systematic training for psychological members, namely, professional knowledge, work skills, knowledge of duties and professional ethics. Finally, it forms a professional training path for the psychological members of colleges and universities from the perspective of "three-wide education", and achieves a significant improvement of the professional quality of the psychological members.

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Cultivate new local knowledge
-- A Case Study on Consolidating and Expanding Poverty Alleviation Achievements Through Acculturation

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Abstract: Cultural patterns are closely related to the formation and solidification of poverty. To consolidate and expand the achievements of poverty alleviation, it is necessary to cultivate new local knowledge and realize effective connection with rural revitalization. Acculturation in consolidating and expanding poverty alleviation achievements presents three images, and the acculturation process is asymmetric. There is an inevitable connection between acculturation and the consolidation and expansion of poverty alleviation achievements. It is necessary to pay attention to precise drip irrigation and the combination of locality and modernity, focusing on promoting the spiral rise of ideological change and livelihood mode transformation.

Key words: new local knowledge; Consolidate and expand the achievements of poverty alleviation; Acculturation

INTRODUCTION
The local knowledge of the poverty-stricken villages in different regions varies greatly, but it has many commonalities in the context of consolidating and expanding the achievements of poverty alleviation, which reflects the self-similar characteristics of fractal. How to take precise measures based on the actual situation of the poverty-stricken areas and the population to achieve sustainable poverty alleviation has become an issue of great concern to both academic and political circles. Practice has proved that poverty has its historical process, and the historical precipitation has created a specific cultural field. To expand the achievements of poverty alleviation, it is necessary to cultivate the culture of poverty alleviation and cultivate new local knowledge.

1. THEORETICAL OBSERVATION
The concept of acculturation was first proposed by American John Wesley Powell in Introduction to Indian Language Studies, and was defined as follows in Memorandum of Acculturation Studies published in 1936: "They arise from continuous, direct contact between groups of individuals from different cultures, and trigger a change in the original cultural patterns of the two groups or one of the groups that come into contact with each other."[1] "Acculturation in the context of consolidating and expanding the achievements of poverty alleviation refers to the cultural pattern changes occurring in the interaction and run-in between the participating groups. As for the relationship between acculturation and poverty alleviation, western poverty culturalists believe that "poverty culture has a unique form and obvious social psychological impact on its members", and culture creates or deepens poverty with its independent expression. To eliminate poverty, we must first change poverty culture[2]; Schultz believes that "the key to improving the welfare of the poor is not space, energy and arable land, but the improvement of population quality and knowledge level"[3].

Domestic scholars also pay more attention to this issue. Chen Qingde believes that "the cultural value system that nurturs the economy ultimately provides the direction for the economic process"[4]. Some scholars also believe that every region and every nation has its own cultural characteristics. "Once the original economic production system and livelihood mode of this group changes, it will inevitably lead to the formation of its corresponding new culture", etc.[5]

At present, China has achieved comprehensive success in poverty alleviation. Facing the practice of consolidating and expanding the achievements of poverty alleviation in full swing, how should we understand the cultural significance of this great historical change and the content, path and role of cultural connotation in this process? Obviously, it is not enough to describe such a grand picture only from the macro level, and the fine and accurate micro research is of equal importance.

2. SURVEY SITES
M village is located in Yunnan, Guangxi and Guizhou rocky desertification area. There are 1,915 people in 421 households and 16 villagers groups in 14 villages, among which the population of Yao nationality accounts for 96.3%. The total area of the village is 15,200 mu, including 2850 mu of arable land, 350 mu of forest and fruit, and 2,000 mu of woodland. M village is a provincial deep poverty village with per capita net income of 1462 yuan in 2011. M village is characterized by harsh natural conditions, backward infrastructure, low production level and large poverty. After ten years of poverty alleviation, China will have lifted itself out of poverty by the end of 2020.

2. ACCULTURATION OF THE TRIPLE IMAGE
(1) State power and social power

National power is the main leader, promoter, promoter and participant of acculturation, which is mainly reflected by formulating policies, developing plans and integrating forces. It is our mission for the state to participate in consolidating and expanding the achievements of poverty alleviation and its cultural implication. The CPC is a political party that wholeheartedly serves the people. Since its founding, it has taken realizing the great rejuvenation of the Chinese nation as its historical mission and the people's aspiration for a better life as its goal. Without the consolidation and expansion of the achievements in poverty alleviation, the HISTORIC mission and goals of the CPC will suffer.

They carry forward the fine tradition of public welfare and charity, and take part in acculturation by guiding industrial development, helping people in need, donating funds for education, providing technical training, and sending culture to the countryside. There are various motivations for the participation of social forces, some of which are out of social responsibility. For example, the Opinions on Further Mobilizing All Sectors of Society to Participate in Poverty Alleviation and Development put forward proposals or requirements for enterprises. Some out of the heart of public welfare charity, such as caring people donate money and materials. Although the starting point is different, but the national power and social power of oriented object is out of poverty region, poverty population, by strengthening the ideological guidance and focusing on the "road, water, room" of infrastructure construction, to adjust industrial structure, increase the intensity of labor export income, with emphasis on the job, by compulsory education "protect" dropping out, with emphasis on the skills training, education support, Social security, with basic medical security and subsistence allowance as the focus, will eventually enable the poverty-stricken areas and the population to achieve sustainable poverty alleviation and cultivate new local knowledge.

(2) Party committees, governments and primary-level organizations in poverty-stricken areas

Party committees and governments in poverty-stricken areas are not only local organizations of the CPC and state administrative organs, but also targets of poverty alleviation. The poverty-stricken villages play an important role in the consolidation and expansion of the achievements of poverty alleviation. The two village committees play multiple roles as the basic organization of the Party, the self-governing organization of the grass-roots people and the objects of consolidation and expansion of the achievements of poverty alleviation. No matter the party committee and government in the poverty-stricken areas or the two committees of poverty-stricken villages, acculturation has dual identity.

On the one hand, poverty region party committee, the government, as the local organizations of the communist party of China and state administrative organs, Tuopin Village two committees as the party's basic organization and the grassroots autonomous organizations, to undertake the work of propaganda and implementation of the party and the state policies and decision to deploy the spirit, led the local people to consolidate expand poverty engines results, representing the state power. The main difference between the party committees and governments in poverty-stricken areas and the committees of poverty-stricken villages lies in the fact that the party committees and governments in poverty-stricken areas also need to lead, guide and help the committees of poverty-stricken villages to do a good job and assume the main responsibility. On the other hand, as targets of poverty alleviation, party committees, governments and village committees in poverty-stricken areas need to strengthen endogenous motivation, actively learn and absorb new knowledge and new things, actively seek help and support from the state and social forces, strengthen various construction, and strive to consolidate and expand the achievements of poverty alleviation. Special attention should be paid to the fact that the members of the two committees of the poverty-stricken villages are familiar with local knowledge, know what the villagers want and need, and are enthusiastic about consolidating and expanding the achievements of poverty alleviation. They should also strengthen their skills and strive to become the leaders in the economic and social development of their villages.

(3) People lifted out of poverty

The people out of poverty are the key, the ones who change the most in the acculturation process, and the ones who get the most attention. In addition to the state, social and village committees, relatives, friends and economic elites also play a significant role in promoting acculturation of the people who have been lifted out of poverty. Compared with the concept of "consolidating and expanding the achievements of poverty alleviation", the cultural goals of the people who have been lifted out of poverty are more focused on achieving a better life, mainly through strengthening infrastructure construction, increasing income, improving technical skills and education level, and improving social security.

To improve the pertinence and effectiveness of cultural inclusion of the population out of poverty, it is necessary to accurately grasp the cultural characteristics of the group and the power source of cultural selection. The basic structure of M village society is a "differential pattern", and the most fundamental cultural characteristics of the people who have been lifted out of poverty are local. People's roots are in the countryside, and their true qualities are in the countryside. The scope of society is extended from self to others. "The most basic thing is
In recent years, with the continuous play of the positive role of state forces, social forces and village committees in changing the poor and backward situation of M Village and consolidating and expanding the achievements of poverty alleviation, the three forces, especially the state forces, have more and more influence on the people who have been lifted out of poverty, and the people who have been lifted out of poverty have more and more recognition of them. More and more people are getting out of poverty from the state, social or village committees to educate themselves and seek help.

3. THE BASIC PROCESS OF ACCULTURATION
(1) Ideological culturalization
In consolidating and expanding the acculturation of poverty alleviation achievements, the five cultural forms of local knowledge, poverty culture, poverty alleviation culture, sustainable poverty alleviation culture and new local knowledge are progressive relations. M Village is a traditional local society, and people have formed unique local knowledge in the historical changes. For a long time, people have lived and worked based on local knowledge and communicated with other ethnic groups. Under the stimulation and influence of external cultural knowledge, especially livelihood mode, production technology and value concept, the gap of economic and social development level focusing on living standard produces poverty culture, and the awareness of poor population, poor area and poor life increases day by day. The continuous strengthening of poverty culture, to a certain extent, dispels people's will to struggle, deepens the degree of poverty, and delays the process of poverty alleviation. In order to eliminate the bad influence of poverty culture, the state forces in the battle against poverty pay great attention to stimulate the endogenous motivation of villagers to get rid of poverty and become rich, emphasizing the combination of poverty alleviation with support for ambition and wisdom, and cultivating sustainable poverty alleviation culture. At present, the acculturation of M Village is mainly to cultivate this cultural form. "Lifting people out of poverty is not the end, but the beginning of a new life and a new struggle. Going forward, we will do a good job in revitalizing rural industries, human resources, culture, the environment, and organizations in rural areas. [7]" Accordingly, sustainable poverty alleviation culture is not the end of acculturation in M Village. After the success of consolidating and expanding poverty alleviation achievements, new local knowledge needs to be cultivated. On the basis of consolidating and expanding the achievements made in poverty alleviation, this knowledge integrates core socialist values, modern science and technology, and fine traditional culture, so as to encourage the areas and people out of poverty to be active and hardworking, and to work together with the people of all ethnic groups in China to share the fruits of economic and social development. In order to promote the change of ideology in M Village, the local Party Committee, government and supporting units have been strengthened in two aspects:
First, carry forward our fine traditions. After the founding of the People's Republic of China, after the baptism of socialist transformation, the ideology of M village people has changed a lot. Take infrastructure construction as an example. From 1972 to 1974, the people of M village cut rocks from the nearby Motianling village and carved a simple road 3 kilometers long from the steep cliff, ending the village's history of no roads. In 2010, with the support of the state, M village road as a cement road to the village was built into use. In this sense, people in M village have a strong sense of hard work and accelerating development. The local Party Committee, government and supporting units pay great attention to helping villagers carry forward their fine traditions and enhance the endogenous power of poverty alleviation in M Village. RS, the old director of M Village, is a typical one. RS realized during his military service that only development could bring M village out of poverty. After retirement, he took the initiative to learn breeding technology, combined with the reality of Shishan district to carry out native chicken breeding. After the success, RS established the local chicken breeding cooperative to drive villagers to breed local chickens, making local chicken breeding a pillar industry for M village to get rid of poverty and become rich.
Second, enhance cultural confidence. M village people's cultural confidence starts from carrying forward traditional culture. First, it gave full play to the role of national forces, established the Golden causeway Art Troupe, established the golden causeway dance teaching base, and successfully declared the golden causeway dance as the fourth batch of national intangible cultural heritage in 2014. The second is to promote the jinluo dance culture into the campus, and make jinluo dance an elective course for the fifth and sixth grade students in M village primary school. Third, jinluo dance was actively selected to participate in various selection activities. Jinluo dance has won municipal honors such as "Excellent Project of Intangible Cultural Heritage Protection and Inheritance". Fourth, use media to promote culture, CCTV and other mainstream media have reported and propagated. Fifth, organize artists to carry out cultural fellowship activities in M village, and organize experts to declare subject projects in M village as a field survey site. Through multi-dimensional promotion, the villagers have been helped to enhance their cultural confidence, and the villagers in M village have also enhanced their cultural consciousness.
After ten years of efforts, the people's ideology of M village has changed a lot. The influence of poverty
culture has gradually decreased, the culture of poverty alleviation has been established, the culture of sustainable poverty alleviation has been strengthened, and the concept of getting rich glorious has become the mainstream consciousness.

(2) Adaptation of livelihood mode
Livelihood mode refers to the way people obtain resources to sustain their lives, including income sources, technological means and corresponding lifestyles. In order to survive and develop, people in different fields will choose different livelihood strategies and produce different livelihood modes. M village located in Dashi Mountain area, the traditional livelihood mode is mainly to grow food crops, the ecosystem and livelihood security are fragile, natural famine and family members' illness may make the villagers slide into poverty. Therefore, the primary task for consolidating and expanding acculturation in poverty alleviation is to promote farmers' "transformation from traditional livelihood mode to modern livelihood mode", and transform the "subsistence" goal mainly based on single food crop cultivation into diversified "development" goal. Is embodied in the adjustment of industrial structure, the change of main income channels and the improvement of technological level.[8]

First, adjust the industrial structure. The development of income-increasing industries is the key to poverty alleviation. Stable income sources are the key to poverty alleviation and sustainability. Accordingly, the local Party Committee, government and supporting units helped M village to carry out the planting of catbean, honeysuckle, Dendrobium officinale, coptis rock, as well as mulberry and silkworm breeding, bamboo rat breeding, gecko breeding, local chicken breeding and other projects. Second, broaden income channels. One is to promote labor export. At present, 763 people go out for labor service, which has become the main channel for M village to get rid of poverty and become rich. Second, give full play to the dividend role of the national poverty alleviation policy and develop collective economy by investing in the Project of China Mango Trading Center. The third is to encourage and support entrepreneurship or work at home. For example, some of them, after mastering bricklaying skills, return to the village and engage in construction work, with a daily remuneration of 100 yuan. This way, you can increase your income and take care of your family, grow crops and raise livestock. Third, promote technology to rural areas. Since 2012, local party committees, governments and supporting units have organized at least one training course on practical agricultural techniques every year, which has improved villagers' technical skills.

At present, the livelihood pattern of M village has undergone significant changes compared with ten years ago, which is highlighted in three aspects: first, the main source of livelihood has changed from traditional agriculture to labor export. More than 60% of adult labor force work outside the village, and the status of traditional agriculture in villagers' production and life has declined. Second, the mode of production has changed from slash-and-burn farming to relying on science and technology for planting or breeding. Although the villagers who go out to work are mainly concentrated in construction, ice cream manufacturing and other industries, the talents in driving, education, medical and health are increasing day by day, and people's scientific and technological awareness and level of science and technology are obviously improved. Third, the changes in the resettlement of villagers are more drastic. Their lifestyle has changed from rural life to urban life, and their livelihood mode has changed from agriculture-oriented to industry or service industry.

4. CONCLUSIONS AND SUGGESTIONS
(1) Basic conclusions
First, there is an inevitable connection between acculturation and the consolidation and expansion of poverty alleviation achievements, which has its special internal logic. Acculturation plays an important role in promoting the consolidation and expansion of poverty alleviation achievements, and is of preemptive and strategic significance in the consolidation and expansion of poverty alleviation achievements, and is the inevitable choice of sustainable poverty alleviation. On the other hand, consolidating and expanding the achievements of poverty alleviation is not only a process of improving the economy and people's livelihood, but also a process of building a cultural spirit. Consolidating and expanding the achievements of poverty alleviation will make it easier for the areas and the population to access, spread and accept new cultures, and promote cultural assimilation.

Second, Acculturation needs precise drip irrigation. The key to cultural assimilation lies in people's conscious recognition, internalization in mind and externalization in form. Acculturation should spread the national mainstream ideology in a planned way, change the livelihood mode and cultural structure according to the characteristics of different poverty-stricken areas and people, and on this basis, promote the transformation from "exogenous" to "endogenous" by consolidating the achievements and constructive guidance of ideology. That is, to make sustainable poverty alleviation a voluntary and conscious act of the regions and the population that have been lifted out of poverty. In terms of technology conservation, it is necessary to accurately grasp the scientific, technological and cultural needs and learning characteristics of villagers, and introduce advanced technologies and management methods in a targeted way so that villagers can hear, remember and use them. In addition, importance should be attached to the significance of demonstrative guidance, and
steady progress should be made on the basis of successful pilot projects.

Thirdly, acculturation needs the combination of locality and modernity. Consolidating and expanding the achievements of poverty alleviation cannot be separated from specific cultural fields. Acculturation needs to attach great importance to the significance of cultural fields and strengthen the understanding and absorption of local knowledge. At the same time, consolidating and expanding the achievements of poverty alleviation means modernity for the regions that have been lifted out of poverty. This kind of modernity is not to deny the past completely, but to create a better future on the basis of inheriting and carrying forward excellent traditional culture. It is precisely by grasping the strong desire of people in M village to get rid of poverty and get rich and paying attention to excavating and carrying forward fine traditions that the people in M village's ideology has undergone great changes in the past ten years, and basically realized the combination of poverty alleviation with support for ambition and wisdom.

Fourthly, acculturation focuses on promoting the spiral rise of ideological change and livelihood mode transformation. It can be seen from the change of M village in the past ten years that poverty alleviation has led to the change of villagers' livelihood mode, which has led to acculturation of M village, which in turn affects the consolidation and expansion of poverty alleviation achievements of M village. Based on rural poverty population culture acculturation image first presented in the attached to the land of the ideology and the change of living mode, then get rid of the shackles in the benign interaction of the two, walked out of the mountain, labor export, become the main source of income, the status of increasing the breeding, traditional grain plant weight decreased obviously in the income of the family. This change, so that people's lives improved significantly, the ability to resist risk has been strengthened.

2. Countermeasures and suggestions
First, strengthening cultural assimilation and consolidating and expanding the achievements of poverty alleviation. Party committees and governments at all levels should attach great importance to acculturation develops the anti-poverty engines results work to consolidate the important role of prominent consolidate the development of the humanistic care of anti-poverty engines results and the humanities spirit construction, in-depth study of poverty areas of cultural patterns and make constructive guidance, promote positive change concept of poverty population, the initiative into the nation's overall development, We should consciously assume the principal responsibility for consolidating and expanding the achievements in poverty alleviation, raise the level of science, technology and culture, and realize modern transformation in the process. We should strengthen cultural integration and consolidate and expand the interconnection of poverty alleviation achievements, identify the pain points and deepen the design of the system architecture, so as to enable poverty alleviation areas and the population to be lifted out of poverty sustainably.

Second, we need to establish and improve working mechanisms. First of all, the advance of culture meaning changes require holistic thinking, to culture meaning into consolidating expand out of poverty a crucial achievements work content comprehensively, based on to conduct a detailed investigation, included in the consolidated development crucial achievements and rural poverty revitalization planning and poverty areas of economic and social development planning, sort out all kinds of social relations, ensure the work smoothly and orderly. Second, we should give full play to the role of poverty-stricken areas, especially grassroots organizations, innovate dialogue models, strengthen communication and exchanges, carry out democratic consultation in an orderly manner, and avoid villagers' rejection or resistance due to misunderstanding. Thirdly, give full play to the role of scientific and technological talents at the provincial, municipal and county levels, adopt a combination of "inviting in" and "going out" to deepen science and technology to the countryside, and improve the scientific, cultural and technological skills of villagers.

Third, coordinate the relationship between national will, local knowledge and modern science and technology. Consolidating and expanding the achievements in poverty alleviation is a national action that reflects the will of the country. We must resolutely implement General Secretary Xi Jinping's important remarks on poverty alleviation and the major decisions and plans of the CPC Central Committee on poverty alleviation, and firmly consolidate and expand the achievements made in poverty alleviation. At the same time, the implementation of national policies should give full attention to the local cultural field and respect local knowledge, because the economic process is always immersed in a certain cultural environment, in which "everyone complies with the rules, customs and behavior patterns of his own group, and condenses the common social value goals. Encouraging members of the community to make their own contributions to economic and social development [9]. The introduction of modern science and technology is inevitable to consolidate and expand the achievements of poverty alleviation, and modern science and technology is also an important thrust for acculturation. We should make overall plans, constantly optimize the allocation of resources, promote the positive interaction among national will, local knowledge and modern science and technology, and integrate forces from all sectors to consolidate
and expand the achievements of poverty alleviation and make contributions to the realization of the Chinese dream of national rejuvenation.

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A Study on the Application of Anchored Teaching Method in Business English Teaching under the Concept of ESP

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Abstract: Business English, a practical applied subject, aims to train students to master English language skills as well as solid business professional knowledge. As one of the branches of ESP English for special purposes, there are indeed many problems to be solved in the current business English teaching. The original purpose is to explore the great significance of anchored teaching method to ESP teaching based on the theory of constructivism.

Key words: ESP concept; anchored teaching method; business English teaching

1. INTRODUCTION
Under the background of “one belt, one road”, the communication between China and other countries is becoming more and more frequent. At the same time, inter-disciplinary talents with solid business knowledge and English skills can effectively promote the development and growth of our foreign trade. However, the current business English teaching in the traditional sense can no longer meet the social demands for business talents. Therefore, it is particularly important to explore teaching methods that can give full play to students’ self-initiative with the support of ESP theory. The anchored teaching model based on constructivism brings a new teaching perspective to the current business English teaching. This model focuses on creating realistic business situations for students, promoting students to take the initiative to learn, and forming a positive transfer of learning, which can well help to solve the shortcomings of the current business English teaching.

2. THE PRINCIPLES AND CURRENT SITUATION OF ESP TEACHING
(1) ESP Teaching Principles
Based on the research on ESP teaching practice at home and abroad, ESP teaching should be carried out around three main principles, namely, the principle of “need analysis”, the principle of “authenticity” and the principle of “student-centered”. The principle of “need analysis” can be divided into two categories: target needs analysis and learning needs analysis. The former aims to analyze and summarize the communicative situations that students will encounter in their fields and majors, while the latter focuses on analyzing the relevant knowledge and skills that students lack. The principle of “authenticity” is the soul of ESP teaching. Not only the contents of ESP textbooks should be consistent with the reality, but also every link of the activities designed in and out of class should be close to the practical needs. The principle of “student-centered” requires teachers to get rid of the traditional “teacher-oriented” teaching model, to be student-centered, to guide students to actively participate in classroom activities, and teachers should be involved as guides and masters.

The Present Teaching Situation of ESP
At present, ESP teaching in colleges and universities can be divided into two modes[1]: English teachers or professional teachers. However, both professional teachers and English teachers are lack of working experience in enterprises, and what they teach in the classroom is still only some theoretical knowledge. Specifically, the main problems are:

① Single teaching mode
3P mode, which stands for presentation, practice and production, is the mainstream teaching mode followed in ESP classroom at present. This model is a typical teacher-centered model in which teachers are the masters, decision-makers and main executors of the classroom, while students play the role of passive listeners in the classroom[2]. As a result, students’ interest and desire for learning are greatly affected.

② Little interaction between teaching and learning.
The practical teaching process of ESP classroom is weak, and there are few interactive communication and situational task designs. Although many teachers ask questions in class, the questions will be generally simple vocabulary and sentence translation. It is far from forming an interactive learning situation in which teachers and students cooperate with each other, and it is even more different from the learning-centered teaching concept advocated by ESP[3].

③ Ignorance of students’ needs
The phenomenon of ignoring how learners learn in traditional language teaching also exists in ESP teaching. ESP teaching often appears in the senior stage of undergraduate courses, when the burden of academic courses is heavy, and they are faced with the pressure of job-hunting and postgraduate entrance examination. In addition, students’ English
proficiency is uneven, so they are eager to get teachers’ guidance. But the actual situation is that ESP teachers know little about the curriculum and the needs of students. In order to complete the teaching plan, they often ignore students’ doubts or original views on what they have learned in the process of teaching. This kind of well-intentioned teaching, however, reduces students’ enthusiasm for ESP learning. 

④ Lack of practical teaching materials
The teaching content focuses too much on theory and systematicness, neglecting practicality and flexibility, which is not conducive to the cultivation of students’ professional ability.

3. THE ANCHORED TEACHING MODE
Authenticity is the soul of ESP teaching. The teaching content should come from the real corpus related to the major, and only the “real text” plus “real learning task” can reflect the characteristics of ESP teaching. The characteristic of introducing real materials into ESP teaching is very consistent with the learning theory of constructivism. The theory holds that learners do not simply accept information passively, but actively construct knowledge, and learning is always associated with a certain social and cultural background, that is, “situation”. “situation”, cooperation, conversation and meaning construction” are the four elements of learning, and the “situation” in the learning environment must be conducive to students’ meaning construction of what they have learned. The more mature teaching methods formed under the theory of constructivism mainly include scaffolding teaching, anchored teaching and random entry teaching.

The anchored teaching method emphasizes the authenticity of teaching situation and advocates that learning should be based on influential real events or problems. Identifying such real events or problems is vividly likened to “dropping anchor”. Once such events or problems are identified, the whole teaching content and teaching process are determined. The main process of anchored teaching are: designing the “anchor” of the real macro situation; organizing teaching around the “anchor”; students’ autonomous learning and collaborative learning; dispelling the specific “anchor” and evaluating the effect[4]. This teaching model highlights the design of students’ activities and enables learners to achieve their learning goals in a complete and real background. This fits perfectly with ESP’s emphasis on the authenticity of teaching materials and the principle of being student-centered.

THE CONCRETE APPLICATION OF ANCHORED TEACHING METHOD IN THE COURSE OF BUSINESS AND TRADE.
In view of the problems existing in business English teaching, such as ignorance of students’ needs, lack of practical teaching materials, single teaching mode, little teaching interaction and so on, we try to use anchored teaching method to solve them.

The following will take the chapter on “franchise” in the Cambridge Business English course as an example to introduce the specific implementation steps.

(1) Situational creation (anchor): Creating situations that enable learning to take place in situations that are basically consistent with or similar to the actual situation. Determine the problem—in the context of the creation, carry out the task design according to the actual work, and select the authentic events or questions closely related to the topic of “franchise” as the central content of the study. In this way, students have the opportunity to apply what they have learned in different situations, so as to change a closed “small classroom” into an open “big classroom”. Students have sufficient time to brew ideas, imagine strategies and explore solutions. An inquiry learning atmosphere is formed to enhance the value of classroom teaching.

(2) Autonomous learning: When the theme of “franchise” is determined, it is not for teachers to directly tell students how to solve the problems they are facing, but for teachers to provide students with relevant clues to solve the problems (such as what kind of materials to collect, where to obtain relevant information, and the exploration process of experts to solve similar problems in reality, etc.), then pay special attention to the development of students’ autonomous learning ability. Students can use a variety of tools and information resources (such as text materials, video materials, CAI or Internet access, etc.) to achieve their learning goals. Through autonomous learning, personal participation and experience, students become the discoverers and creators of knowledge, build their own knowledge chain, cultivate divergent thinking, and master the ability to actively acquire, analyze and apply relevant information. Furthermore, students can construct the meaning of the knowledge learned, form a strong independent learning ability, and reflect a creative spirit of learning.

(3) Collaborative learning: Teachers purposefully guide students to discuss “ways of starting a business” and exchange, collide and supplement different views, so that each student can deepen their understanding of current problems. As a result, a learning group is established and each student is encouraged to be involved. In this way, students can share the perspectives of the learning group and complete the construction of the knowledge they have learned together.

(4) Effect evaluation: In the whole learning process, teachers should dynamically observe, understand and record each student’s performance, analyze the records, give timely guidance. With the joint efforts of teachers and students, students’ learning and understanding ability will be improved to a higher level.
5. CONCLUSION
The anchored teaching mode has incomparable advantages over other traditional teaching. It pays attention to the creation of teaching situation, emphasizes collaborative learning and pays attention to the evaluation of learning effect. The introduction of anchored teaching method into business English teaching can not only help adjust and sequence the course content, fully arouse students’ enthusiasm in learning business English, but also promote the change of teachers’ role and break the traditional business English teaching pattern centered on teachers’ teaching. The main purpose is to construct a “student-centered” teaching model, eliminate the disadvantages in traditional business English teaching, improve the quality of business English teaching effectively, and further provide reference for other ESP teaching reforms.

REFERENCES
Deficiencies and Countermeasures of China's Public Health Emergency Prevention and Control Management System

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Abstract: According to the problems exposed in the novel coronavirus pneumonia epidemic, this paper puts forward the shortcomings of the national public health emergency prevention and control management system. And coping experience, combined with my country's national conditions to put forward suggestions for reference.

Keywords: novel coronavirus pneumonia; public health emergency; emergency prevention and control management system

INTRODUCTION

Public health emergencies are unpredictable. In the struggle between humans and infectious diseases, there is a multi-party game. Every major infectious disease emergency is a test of china's public health emergency management system.

1. THE SHORTCOMINGS OF CHINA'S PUBLIC HEALTH EMERGENCY MANAGEMENT SYSTEM

1.1 The public health legal system is not perfect

Previously, the construction of the rule of law in public health in china was limited to the revision and improvement of the infectious disease law and the evaluation of emergency regulations. The relevant laws and regulations for public health emergencies generally exist in the form of regulations, notices, etc. targeted and systematic. In addition, since the "SARS" incident, we have found that many pathogens that constitute major epidemics are mostly from wild animals, including the new coronavirus this time, which also reminds us that the issue of biosecurity has become a major survival and development facing the world and all mankind. It is imperative that biosecurity become part of the national security system. At present, the construction of the national biosecurity crisis monitoring and management system has just started, and there are still gaps in the legal construction of biosecurity, wildlife protection, and epidemic prevention.

1.2 There is a big gap between the east and the west and the north and the south in the construction of medical institutions

The medical treatment teams in the northern and western regions have poor professionalism and lack experience in the face of major epidemics. In particular, some hospitals lack corresponding treatment equipment, and even need to temporarily contact other hospitals for temporary borrowing, which may miss valuable emergency time. All local governments should allocate funds, work with hospital leaders to improve the construction of emergency infectious disease treatment teams and facilities, and be prepared at all times.

2. FOREIGN EXPERIENCE IN EMERGENCY PREVENTION AND CONTROL MANAGEMENT OF PUBLIC HEALTH EMERGENCIES FOR REFERENCE

2.1 The United States: "Three-level" response

The United States' comprehensive and three-dimensional monitoring and early warning system and emergency coordination and management capabilities are second to none in the world's emergency prevention and control management systems for health emergencies. Entering the 21st century, the world's top risk consulting companies have counted the ability of countries in the world to deal with major diseases and infectious diseases in 2003 and 2012 respectively. The report shows that the United States ranks first with a high score[1]. Vertically, the United States has a national-state-local "three-level" response system. National health emergencies are managed by the Centers for Disease Control and Prevention (CDC). Its main functions include formulating disease prevention and control strategies, public health monitoring and early warning, preventing and responding to infectious disease events, and educating and training medical and health professionals. The core and coordinating center of the public health emergency response system[2]. Horizontally, the United States has established a national public health information system, a medical emergency rescue material allocation and sharing system, an emergency network system, etc., to provide all-round and three-dimensional guarantees for local and state grassroots to quickly respond to health emergencies.

2.2 UK: Vertical management of central...
decision-making and local execution

For health emergencies, the UK has established two levels: central decision-making strategy and local specific implementation. The central level is mainly the Ministry of Health and its "Emergency Strategic Planning Coordination Unit (EPCU)", as well as regional emergency planning advisory committees and regional public health executive agencies. Research and judgment, construction and communication of information systems, emergency coordination and collaboration, etc. The local level is composed of the National Health Service System (NHS) and its subordinate departments. The main task is to handle public health emergencies and ensure medical and health services. In recent years, after experiencing major infectious disease emergencies such as SARS, mad cow disease, swine fever, and influenza, the UK has learned from experience and adjusted its response mode, and the importance of R&D education, strengthen the vertical and vertical management mechanism from the central decision-making level to the local executive level, and establish a more scientific and authoritative emergency management system[3].

The United States and other countries attach great importance to emergency prevention and control, monitoring and early warning, and establishing a sound public health protection and monitoring system is equivalent to capturing the lifeline of emergency rescue.

Some countries, such as the United States and the United Kingdom, pay special attention to communication with the media. After a crisis occurs, they promptly disseminate the progress and response measures of infectious disease emergencies to the public through the media and Internet platforms. This has important reference significance for china to curb the spread of rumors, control the trend of emergencies, and stabilize people's hearts.

3. COUNTERMEASURES TO IMPROVE CHINA'S EMERGENCY PREVENTION AND CONTROL MANAGEMENT SYSTEM FOR PUBLIC HEALTH EMERGENCIES

3.1 Form a joint prevention and control mechanism, and carry out the construction of laws and regulations as a guarantee

Use china's political advantages to establish a multi-level emergency management system for infectious diseases at the national, provincial, municipal, and county (district) levels, and strengthen top-down management and bottom-up emergency reporting mechanisms. Establish a system of comprehensive coordination between emergency prevention and control management departments at all levels under the unified leadership of the state. As there is a certain gap in the medical level between the east and the west, and the north and south of china, in order to avoid the phenomenon of "fragmentation" caused by poor coordination among many provinces and cities across the country, it is necessary to rely on the law to fully mobilize the enthusiasm and coordination of all parties. Unswervingly follow the road of promoting emergency prevention and control management in accordance with the law, accelerate the formation of a complete legal and normative system for emergency prevention and control management, covering all aspects such as efficient implementation, strict supervision, strong guarantee, and illegal crackdown, and at the same time clarify the main body of coordination between various departments, procedures, methods, scope of application, accountability mechanism, etc., so that china's emergency management system for sudden infectious diseases is gradually institutionalized and standardized[4]. In addition, the construction of public rule of law cannot be delayed. On the one hand, given that different infectious diseases have different transmission mechanisms and epidemiological characteristics, laws and regulations for various emergent infectious diseases should be formulated in detail, and measures such as pre-outbreak surveillance, outbreak prevention and control, and post-outbreak treatment should be clearly standardized; On the one hand, in the face of the relative lack of biosecurity epidemic prevention and control capabilities, the country needs to establish a systematic wildlife protection law and a biological epidemic prevention and control law, crack down on those who eat wild animals in accordance with the law, and prevent the recurrence of sudden infections similar to the "new crown". disease events, and provide legal support for the principles of handling such emergencies in public health and security crises.

3.2 Improve the risk assessment and monitoring and early warning system, and promote the construction of the Center for Disease Control and Prevention

Promote the transformation of the existing mode focusing on emergency rescue of sudden infectious diseases to a mode combining monitoring, early warning, prevention, control and prevention with emergency rescue. Strengthen regional planning, focus on disease prevention and control and real-time monitoring in grass-roots cities, establish monitoring feedback and early warning systems, implement emergency response plans, formulate effective health rescue plans, conduct relevant data analysis and simulation, and establish an efficient nationwide emergency response from central to local Response mode and command decision network.

Strengthen the role of the Centers for Disease Control and Prevention (CDC) in the early stages of infectious disease outbreaks. The CDC should not only be a mere information-gathering technical agency, but should be empowered with greater powers. The scientific prevention and control measures in the early stage of the epidemic are
extremely important. The CDC can undertake the early research, judgment and prediction of the epidemic, and has the right to issue an early warning to the society in an emergency, so as to obtain a time window for epidemic prevention and control.

3.3 Strengthen crisis education and public participation in public health emergency management

The national government should cultivate the people's crisis awareness and ability, introduce crisis awareness and ability education into classrooms, and spread it to households. The scope can cover primary school students, middle and high school students, college students and the elderly in the community. Local grassroots and community health centers, etc., where there are insufficient prevention and control organizations to evacuate, should increase the publicity of basic knowledge and legal norms related to infectious disease emergencies, so that people can defend themselves, do not believe in rumors, and obey the arrangements of relevant institutions.

project: Wenzhou Polytechnic's 2021 school-level general subject project "Research on Crisis Risk Awareness Education of Higher Vocational Students from the View of Major Epidemic" (WZY2021049)

REFERENCES
Research on Construction Control and Construction Quality Control

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Abstract: This paper mainly focuses on the research of improving construction management and construction quality control. Based on the specific situation of current construction management, this paper first analyzes the present situation of construction management and construction quality control, then introduces the key conditions of construction management and construction quality control, and finally forms a complete supervision mechanism and pays attention to cost control by coordinating multiple construction processes. Improve the quality of construction work and supervise the progress. Implement the construction control management, strengthen the management of concealed works, and innovate the construction technology to explain and discuss the relevant measures to improve the construction management and construction quality control, so as to continuously enhance the construction management quality and construction control effectiveness, aiming at providing reference materials for related research.

Keywords: construction engineering management; Construction quality control; correlation studies

INTRODUCTION
In recent years, with the continuous progress of domestic economy, the number of construction projects in cities is increasing, and enterprises pay more attention to management during actual construction. However, there are still many problems in the management process. Only by properly handling these problems and implementing quality control can we reach the corresponding standards. With the increase of the number of engineering projects, this also puts forward higher standards for the management of the construction industry, so it is necessary for construction enterprises to pay special attention to it, so as to ensure the construction safety and the overall effect of engineering projects.

1 STATUS QUO OF CONSTRUCTION PROJECT MANAGEMENT AND CONSTRUCTION QUALITY CONTROL
Engineering management perspective. At present, some construction enterprises choose subcontracting for management. This kind of management will not only affect the trust of both parties to the contract, but also lead to confusion in the construction process, making it difficult to guarantee the construction progress. Moreover, during the construction period, the construction personnel and management personnel will dilute the operation links, leading to formalization of construction, human error and lowering the overall construction quality; From the perspective of construction technology. The content of construction is extensive, so the requirements for construction quality and construction technology are also strict. Because of its own particularity and diversity, it virtually leads to the difficulty of construction practice [1]. During this period, the low quality of the construction team is also a factor that affects the level of construction technology. From the perspective of supervision mechanism. Supervision mechanism is an integral part of construction projects. However, at present, the supervision function of government units is not effective enough, and the supervision mechanism lacks integrity, which leads to the uncertainty of project management rights and responsibilities and restricts the overall management effect of construction projects.

2 KEY CONDITIONS OF CONSTRUCTION PROJECT MANAGEMENT AND CONSTRUCTION QUALITY CONTROL

(1) Human resources. Human factors engineering conditions are mainly professional knowledge and skills possessed by builders, management level and ability possessed by managers, etc. People's conditions will affect the efficiency of construction project management more or less [2]. On the basis of stabilizing the manpower conditions of construction projects, it is necessary to prevent human errors, improve the professional skill level of builders, and carry out construction strictly according to the corresponding rules and mechanisms, so as to improve the quality of construction projects.

(2) environmental conditions. Environmental conditions involve geological conditions, hydrological conditions, meteorological conditions and traffic conditions near the construction site, etc. The environmental conditions of the construction site will largely restrict the engineering level and affect the construction progress. In the process of strengthening the construction environment management, it is necessary to design effective solutions around the changes and characteristics of the construction season, adjust the construction environment, eliminate the influencing factors of environmental factors on construction management,
and provide conditions for efficient control of construction projects [3].

(3) Organizational conditions. As a centralized construction means, the scientific implementation of construction means is directly related to the quality of the project. Relevant personnel should formulate a scientific construction plan according to the specific situation of the construction project, carefully study the construction technology, process and links, and make clear the project implementation plan. Finally, we choose standardized measures to improve the construction quality and ensure that the comprehensive benefits of enterprises can be effectively obtained.

(4) Material conditions. The material condition is to control the construction management of building materials, that is to say, the managers of construction enterprises should strengthen the supervision of the qualified standards of building materials. Selecting high-quality purchasing workers requires purchasing workers to keep abreast of the changes of building materials in the market and cooperate with reputable engineering material suppliers. Verify the quality of materials in the procurement process, and do not purchase materials that do not meet the qualified standards. The material manager keeps the construction materials according to the corresponding management plan, regularly counts and arranges the construction materials, and controls the shortage of construction materials.

3 Measures To Improve The Management Of Construction Projects And Construction Quality Control

(1) Coordinate multiple construction processes to form a complete supervision mechanism. In solving the problem of subcontracting during the construction period, different project subcontracting corresponds to different construction engineering enterprises. Therefore, many links of the project cooperate and connect with each other, strengthen the connection among several construction enterprises, build an organic whole, determine the scope of responsibilities among units, and implement the cross management of engineering material supply and procurement and construction process. And form a scientific project management system, integrate the project management structure, give full play to organizational functions, reduce the dependence on personal skill level, and ensure the comprehensive quality of building engineering construction. In addition, in order to effectively improve the management quality and construction control level, construction enterprises should keep pace with the times, improve the existing management and supervision mechanism, realize the importance of construction supervision and management, internalize multi-link supervision operations [4], especially ensure the safety and reliability of construction operations, and integrate engineering quality acceptance operations.

(2) Pay attention to cost control and improve the construction quality. In the process of obtaining the maximum economic benefits, the most important thing for enterprises is to pay attention to cost control, which is in the fierce market economy environment. Strengthening cost control can ensure the better survival and development of enterprises. Therefore, the construction unit should be clear about the cost management consciousness, and implement the cost consciousness into every process. And scientifically control the project cost, and regard it as a regulatory mechanism to implement it. Managers can master the operation of funds as a whole and skillfully sort out the scope of project losses, thus ensuring the construction quality of construction projects. During this period, relevant personnel should emphasize the construction preparation work, strictly require the quality level of the constructors themselves and the quality of construction materials during the construction period, and then timely check and accept the construction engineering standards.

(3) Supervise the progress of the project and implement the construction control management. Before the start of building construction, it is necessary to make clear the actual construction scheme and allocate multiple construction process time and process. And to prevent and control the construction problems that will occur, put forward corresponding countermeasures, reduce the specific construction time based on ensuring the construction progress, and control the construction operation cost [5]. In the setting of construction scheme, the communication and interaction with designers should be strengthened. At the same time, the materials, personnel and mechanical equipment required for construction should be prepared before the start of construction, so as to promote the progress of construction work.

(4) Strengthen the management of concealed works and innovate the construction technology. Concealed works are often structural works, and the importance of acceptance is significant. If there is any mistake, it will directly restrict the safety of building works. The acceptance record of concealed works is also a basis for project completion settlement, so it is related to the accuracy of project cost. Strict inspection of concealed works, implementation of acceptance records and visa work can not only lay the correct basis for completion settlement, but also practically guarantee the reliability and safety of building products. When there is a structural problem, it is easier to find the reason. Compared with construction engineering, in the process of trench inspection foundation engineering, it is necessary to inspect the soil quality, depth and width of the foundation trench to make it adapt to the design drawings, and the next working procedure will be carried out after the supervisor's visa is clear. Involved in the engineering
steel concealed before inspection, detailed inspection of contrast drawings, sampling inspection of steel stability, do not meet the strength requirements are not allowed to be used. The engineering specifications and quantity, as well as the placement position of steel bars, should fully meet the requirements of the drawings. Before the concrete is cast, check whether the steel bars are out of position exactly and correct them in time [6]. In addition, we should pay attention to the innovation of construction technology, choose novel technologies and processes to enhance the technical content and added value of products, and reduce energy consumption as much as possible during the construction period, so that we can better guarantee the construction progress, and the obtained economic benefits will act on the promotion of the core competitiveness of enterprises, provide the support for the promotion of the overall engineering quality of enterprises, and implement the construction management operation of construction projects.

4 CONCLUDING REMARKS
To sum up, it is of great practical significance and value to improve the research topic of construction engineering management and construction quality control. Engineering management and construction quality are the key topics in the new era. Enterprise managers should update the concept of engineering management that keeps pace with the times, make clear the construction management control process and many contents, and train high-level construction technicians, such as coordinating multiple construction processes, forming a complete supervision mechanism, paying attention to cost control, improving construction quality, supervising project progress, implementing construction control management and other measures, and providing construction engineering construction.

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Effect of Rare Earth Addition on HEAs Phase Structure and Element Distribution

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Abstract: To discuss the specific effects of adding rare earth elements into the high-entropy alloy system, the relevant content in recent years is summarized. The phase structure and composition is summarized, and the influences of La, CeO2, Y, Sc, Gd on these aspects of the structure are respectively introduced.

Keywords: Rare earth; HEAs; phase structure; element distribution

1. INTRODUCTION
The addition of rare earth elements is a common method to improve the properties of traditional alloys, which can not only purify the alloy solution, improve the casting performance, and refine the microstructure, but also increase its tensile strength, ductility and creep resistance[1-3]. In recent years, rare-earth element doped high entropy alloys (HEAs) have gradually become a research hotspot with the continuous expansion of its research and application fields[1-5]. The effect of rare earth elements on the phase structure of high-entropy alloys is similar to that of traditional alloys, so this paper mainly discusses the influence of some rare earth (such as: La, Y, Gd, Sc) elements and CeO2 on the phase structure.

2. PHASE STRUCTURE
2.1 La addition
The FeCoCrMnNi high-entropy alloy is a typical FCC structure alloy, which has Excellent plasticity at room temperature and low temperature [3]. After adding 0.2% of La, the first group without La has an fcc solid solution single-phase structure, and the second group also has a LaNi solid solution phase apart from the fcc phase, which becomes a two-phase structure. After comparing the fcc phase diffraction peak positions of the two sets of materials, the results show that in the high-entropy alloy with La, the lattice spacing of the solid solution increases. This is because the atomic radius of La is much larger than other metal elements, causing serious lattice distortion[4]. Qu[5] added trace amounts of La and Al to FeCoCrNiMn and performed Aging treatment, and found that LaAl1.06Ni3.94 phase precipitated out. Six groups of different La contents are added to refractory high-entropy alloys. Through XRD pattern analysis, the alloys with 0.1.at%, 0.2.at%, and 0.3.at%La content have the same phase composition as the alloy without La, consisting of BCC solid solution and silicide phase M5Si3 (M: Mo, Nb, Ti, and V). The NbMoTiVSi0.2 of adding trace rare earth elements does not lead to the change of phase composition. When the content reaches a certain level, with 0.4.at% La and 0.5.at% La, the alloy consists of three phases. Based on the previous two phases, a new Msi2 silicide phase is formed. It is also found from the diffraction peak that the addition of La reduces the M5Si3 in the alloy, and when the content is higher than 0.4, Msi2 is formed[6].

2.2 Y, Gd and Sc addition
The Y element is often used as an alloy additive to improve overall performance. To verify the effect of Y on the phase structure of high-entropy alloys, many researchers have researched this. Franz Müller et al. has designed three groups sample. After adding the Y element, based on B2 ordered matrix and BCC structure, there is another Al2Y Laves phase mainly formed at the grain boundary. The formation of Al (Mo, Nb) 3 phases was not found in the alloys with two proportions of Y elements. A small amount of Cr2Nb is found in NbMoCrTi1.5Y. When the Y element reaches 1 at.%, it is found that the proportion of Al2Y phase is higher than the alloy of 0.5 at.% Y, and no longer contains Cr2Nb [7]. In CoCrFeNi, the addition of Y leads to the formation of the CaCu5 phase of the HCP structure. When the Y content is 0.3, a new Ni3Y phase appears [8]. FeCoNi1.5CuB is composed of a single face-centered cubic structure and trivalent boride (M3B). When the Y element reaches 0.1, a small amount of HCP structure will appear, and the face-centered cubic phase is still the main phase. With the increase of Y addition, the structure of HCP gradually increases. This is the result of a distortion of the crystal lattice. When the content of the Y element reaches 0.2, while HCP increases, a new phase of YB6 appears [9]. Zhang Huan has made YxCoCrFeNi high-entropy alloy to study the effect of Y addition on CoCrFeNi. A small amount of Laves phase was added based on the FCC single structure after the addition of the Y element. Through XRD, SEM, and EDS observation and analysis, it is mainly the metal compound Ni4Y formed by the aggregation of Ni and Y. Later,a small amount of Laves phase was added based on the FCC single structure after adding the Gd element, which is
mainly the metal compound Ni4Gd formed by the aggregation of Cu and Gd[10].

2.3 CeO2 addition

CeO2 is a common rare earth oxide to improve HEA properties. For AlCoCrCuFe HEA[1], the phase structure of the alloy has no change before and after CeO2 doping, and it is a dual-phase structure of FCC and BCC. In the process of forming a solid solution, the lattice distortion is caused by the difference in atomic radius. The high mixing entropy of multi-component alloys, disordered solid solutions are easily generated, so no intermetallic compounds are generated. Jiang [11] used the LSA method to clad the CoCrAlNiTi alloy powder doped with 0.5wt.% and 1wt.% CeO2 on the 304-steel substrate, and prepared an undoped rare earth coating in the same way. It is observed that there are only two crystal structures of FCC and BCC in the three coatings. By comparison, they are Fe-Cr and (Fe, Ni) solid solution phases. An[12] systematically studied five FeCrWNiC alloy coatings with different CeO2 content. The coating without adding CeO2 is the same as the phase in the coating after adding, consisting of α-Fe, γ-Fe, hard compounds WC, Fe3W3C, and Cr23C6. Fe3W3C phase will increase significantly after doping with CeO2, and WC will decrease after doping with CeO2 rare earth[13].

3. ELEMENT DISTRIBUTION

The addition of rare earth elements can not only have a certain effect on the phase structure, but also control the element distribution of the alloy phase. Xu[6] observed five phases in La-added alloys, namely, primary BCC solid solution, M5Si3 silicide phase, eutectic BCC solid solution, precipitation (rich in La), and Mo-rich MSi2. Silicide phase. Most of the precipitate (rich in La) and M5Si3 silicide phases are distributed in the grain boundaries, and the MSi2 disilicide is distributed in the primary BCC solid solution. Li[9] found that the addition of the Y element reduces the number of vacancies and increases the alloy density. It accelerates the generation of the nano-level YB6 phase and is highly dispersed. To inhibit the precipitation of Fe3B, Co3B, and other phases. For the addition of CeO2, Ma Mingxing found that most of the Cu and Ce elements are enriched in the dendrites. By adding 1% CeO2 alloy, the banner decomposition structure refinement effect is obvious. Ce with a large atomic radius is not easy to diffuse and is concentrated in the intergranular, which aggregates to form grain boundaries and hinders the growth of grains [1].

4. DISCUSSION

(1) The addition of trace La, CeO2, Y, Sc, Gd rare earth will not cause the overall crystal structure of the high-entropy alloy system to change, but La, Y, and Gd will affect the phase composition, resulting in a certain Laves phase or solid solution Mutually.

(2) After rare earth elements are added to the alloy system, they are not easy to diffuse due to the large atomic radius. Therefore, it is mainly concentrated in dendrites and gathered in dendrites and grain boundaries, which hinders the diffusion and growth of crystals, thereby refining the crystal grains.

Acknowledgments

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Study on Sustainable Development Path of Snow and Ice Sports in China

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Abstract: This study mainly uses literature, logical analysis and other methods to analyze the path of sustainable development of snow and ice sports in China under the vision of 2022 Beijing Winter Olympics. The research suggests that China should further strengthen the financial guarantee for the development of China's ice and snow sports, issue relevant policies for the development of China's ice and snow sports, enhance the strong cultural atmosphere for the development of China's ice and snow sports, improve the double-cycle development pattern of China's ice and snow industry, and promote the prosperity and sustainable development of China's mass ice and snow sports.

Keywords: China; Snow and ice sports; The development of

INTRODUCTION
The successful hosting of the 2022 Beijing Winter Olympics has created great opportunities for the prosperity of ice and snow sports. With the introduction of national strategies such as "North ice expanding to the south" and "South ice expanding to the West", it indicates that "north" ice is superior to "south" ice and "south" ice is superior to "west" ice. It also indicates the development of national policy oriented ice and snow sports. This study is to analyze the innovative path of the development of snow and ice sports in China and promote the healthy development of snow and ice sports in China.

1.PROMULGATE RELEVANT POLICIES ON THE DEVELOPMENT OF SNOW AND ICE SPORTS IN CHINA
The development of ice and snow sports needs the support and service of policies and regulations; On the other hand, policies and regulations also supervise, restrict and regulate the development of ice and snow sports. Moreover, the particularity of economic system and political environment also indicates that the development of ice and snow sports in China cannot be separated from the drive of policies and regulations. Specifically, policy driving can be divided into two parts: central level and local level. At the central level, the policy drive is more prominent in the development of ice and snow sports. As the core drive, it has the advantages of strong strength, strong effectiveness and wide vision, and is a strategic policy. At the local level, the policy drive is more direct to the development of ice and snow sports. It can evaluate the situation and take measures according to local conditions, laying a solid foundation for the regional development of ice and snow sports and providing regional guarantee, which is a practical policy. To put it simply, the top-level design of ice and snow sports is carried out at the central level, and then extended to the local level. Point-to-point policies are issued to guide the development of regional ice and snow sports. For example, the central government has issued the "Development Plan for Ice and snow Sports", and each province or city has issued the "provincial or municipal development Plan for ice and snow Sports" according to its own situation. However, we must ensure the efficiency of policy implementation, that is, after the introduction of policies, the shortest time, put into effect.

2.STRENGTHEN THE FINANCIAL GUARANTEE FOR THE DEVELOPMENT OF SNOW AND ICE SPORTS IN CHINA
Government finance is a strong backing for the sustainable development of ice sports. From the perspective of financial drive, the essence of the development of ice and snow sports is the allocation of economy, or the second allocation of economy. Since the reform and opening up, the economic disparity between the south, north or east and west has been great, and the situation of regional economic development has long been a foregone conclusion. From the perspective of sharing economy, idle resources are shared and shared, which to some extent contributes to the balance of economy. Implement vertical deployment and horizontal support at provincial, municipal, county and township levels. Vertical allocation means that the central government allocates provinces, provinces, cities, counties and townships to balance the economic problems of provinces, cities, counties and townships to invest in the development of ice and snow sports. Horizontal support, mainly within provinces, cities and counties, that is, within the same province, strong cities support weak cities; In the same city, strong counties support weak counties; Within the same county, strong towns support weak ones, such as Shijiazhuang city in Hebei province to support Qinhuangdao city. In addition, we need to launch support for key regions, "vertical deployment + horizontal support". In order to ensure the sustainable
development of ice and snow sports, we should guarantee the development of ice and snow sports driven by economy and balance the investment of ice and snow sports among different regions by means of vertical allocation and horizontal support as well as the means of supporting key regions.

3. ENHANCE THE CULTURAL ATMOSPHERE FOR THE DEVELOPMENT OF ICE AND SNOW SPORTS IN CHINA

Ice and snow sports culture is one of the important criteria to measure ice and snow power. Compared with the ice and snow culture in the leading countries abroad, the ice and snow culture in China is still lacking. Li Zonghao and others have advocated extending and sublimating the ice and snow culture of the two ancient provinces of Heilongjiang and Kyrgyzstan, and endowing it with the connotation of the mainstream ice and snow culture or the elite ice and snow culture, so as to create an ice and snow culture with Chinese characteristics. Should first focus on strengthening black, jil, liao, Mongolia and other regions of the ice and snow sports culture atmosphere, and then extended to Beijing, tianjin, shandong, such as the central region, and then to Shanghai, guangzhou, zhejiang and southern region, the formation of ice and snow sports development culture drive chain, eventually to optimal with subprime and alt-a with carrier, culture driven by level, and realize the sustainable development of ice and snow sports culture.

4. IMPROVE THE DOUBLE-CYCLE DEVELOPMENT PATTERN OF CHINA'S SNOW AND ICE INDUSTRY

Snow and ice industry is an important part of the winter Olympic strategy and practical support. In order to meet and support the winter Olympics strategy, the ice and snow industry should evaluate the situation from the perspective of industrial development, innovate the development mode, increase the cultivation of ice and snow population, and form the upgrading of the ice and snow industry itself. The specific plan is: brand events activate the industry. In order to participate in the Winter Olympic Games, vigorously hold a series of events of different levels and levels, and combine the introduction and innovation to cultivate brand ice and snow sports events. By introducing the operation experience of European and North American ice and snow brand events, and making reference, internalization and localization innovation, hockey, skiing, speed skating and other sports with a high degree of marketization are promoted to high-level professional events with the help of various levels of events. Consumption stimulates industry. Continue to explore the potential of snow and ice industry in winter camp, tourist holiday experience and experiential skiing culture, explore the landforms, select the favorable locations in the south and west, and create an ice and snow sports consumption industrial belt. We should balance the north-south industries. Referring to the characteristics of anthropology and regional snow, the southern region is suitable for the development of "ice" events, more than "snow" events, especially short track speed skating and figure skating, based on the moderate stature, quick response, coordination and flexibility of the southerners. Therefore, the development of ice and snow sports should coordinate with south China's industry.

5. PROMOTE THE PROSPERITY AND SUSTAINABLE DEVELOPMENT OF SNOW AND ICE SPORTS IN CHINA

The dominant events of ice and snow sports often have a good mass base, while the inferior events have almost no foundation. Therefore, the promotion of latent advantage projects comes to the fore. Select and promote the latent advantage projects in ice and snow sports, that is, develop mass latent advantage projects first, and then develop inferior ones, so as to consolidate the mass base of ice and snow sports. In addition, we will strengthen the strategy of "north ice expanding south and west" and pay attention to the efficiency of strategic implementation. Our country still relies on the advantaged resources advantage, and has the ice and snow sports culture since ancient times, develops the mass ice and snow sports. However, we should pay attention to the efficiency of resource utilization, live within our means and focus on intensive development. The remaining resources will be allocated to the south and west to supplement and assist. Moreover, the mass ice and snow sports in the south and west should plant "roots" and dig out the people's inner passion for ice and snow sports, rather than the "experiential" ice and snow sports like epiphyllum. At the same time, the sharing economy model is used to outlaw the previous "rental model", reduce the high consumption cost of ice and snow sports, and solve the personal economic limit of high platform and high class of ice and snow sports, such as "sharing skis", "sharing skis", "sharing ski clothing" and so on.

6. CONCLUSION

Entering the new era, China should further strengthen the financial guarantee for the development of China's ice and snow sports, issue relevant policies for the development of China's ice and snow sports, enhance the strong cultural atmosphere for the development of China's ice and snow sports, improve the double-cycle development pattern of China's ice and snow industry, and promote the prosperity and sustainable development of China's mass ice and snow sports.

REFERENCES:
Research on the reform path of Chinese school PE teacher training during

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Abstract: To cultivate a high level of school PE teachers is a practical problem that needs to be answered urgently in the development of school PE in China in the new era. This study mainly adopts the method of literature, logical analysis and so on, carries on the theoretical exploration to the reform direction of our country's school PHYSICAL education teacher training, and puts forward the multiple paths of deepening the reform, all in speeding up the construction of our country's school physical education teacher training system, promoting the high quality development of our country's school physical education. The research suggests that the cultivation of school PE teachers in Our country should adhere to the leadership of the Party, construct a cooperative and diversified mechanism for the cultivation of school PE teachers, accelerate the transformation and upgrading of the cultivation of school PE teachers, construct a lifelong integrated knowledge learning system for school PE teachers, and contribute to the construction of sports and education power.

Keywords: China; School physical education; Teacher training; Reform; The path

INTRODUCTION

The fifth plenary session of the party's 19th through "the central committee of the communist party of China to develop the national economy and social development of 14 five-year plan and 2035 vision", has been clear about the high quality education system "construction" policy guidance and key requirements of school physical education is an indispensable part of education system, cultivate a high level of school physical education teachers, It is a practical problem that needs to be answered urgently for the development of school physical education in China in the new era. It is very important to solve the above problems for the construction of education, sports and talent power.

1. ADHERE TO THE PARTY’S OVERALL LEADERSHIP IN THE TRAINING OF SCHOOL PE TEACHERS

Since the eighteenth congress, the party and the state attaches great importance to the school sports development, has introduced a "about strengthening school sports promote health of body and mind the opinions of the all-round development of students", "about a comprehensive new era to strengthen and improve the school sports work opinion", such as policy documents, attached to accelerate the construction of sports power, promoting the development of school physical education quality. In September 2020, General Secretary Xi Jinping presided over a forum for representatives of experts in education, culture, health and sports in Beijing, putting forward new requirements for the reform and development of school sports during the 14th Five-Year Plan period. The reform direction of the training of school PE teachers in the new era needs to adhere to the problem orientation, adhere to the new development concept, adhere to the road of high quality and characteristic development, and ensure that the Party always takes charge of the overall situation and coordinates all parties in the training process of school PE teachers. In sports teacher training in normal colleges must have a firm tree prison "four consciousness", "four confidence", "two maintenance", carry out and implement xi to education into the party general secretary, yucai's general requirements for the country, to fully implement and carry out the party's 19 big spirit and education policy, unswervingly deepen reform and innovation of school physical education teacher training, In order to train people who can take on the task of national rejuvenation.

2. ESTABLISH A COLLABORATIVE AND DIVERSIFIED TRAINING MECHANISM FOR SCHOOL PE TEACHERS

In February 2019, the CPC Central Committee and The State Council issued China's Education Modernization 2035, which pointed out the eight basic concepts of promoting education modernization: morality first, all-round development, everyone oriented, lifelong learning, teaching in accordance with their aptitude, integration of knowledge and practice, and integrated development. Normal colleges and universities shoulder the responsibility and mission of cultivating physical education teachers. The establishment and improvement of diversified collaborative training mode is conducive to improving the quality of cultivating physical education teachers and contributing to the construction of a powerful country in education, sports, health and talent. Strengthening school sports teachers fill in the number of short and quality of ascension, to school supplemented, family, social participation way of cocultivation, establish and
improve the "school, family and society" diversified collaborative training mechanism, constructing the practice base of the coordination mechanism in the middle and primary schools, insisting that Khalid ents as a fundamental task. It is helpful to cultivate and shape excellent people's physical education teachers to adhere to the cultivation strategy of cultural education, ideological and political education, management education and system education. By strengthening students' patriotism education, social responsibility awareness and professional knowledge and skills, strengthening the practical attributes of student training and exploring the innovative training mode of school physical education teachers in the new era, it can provide direction guidance for the accurate, coordinated and diversified training of school physical education teachers in the new era.

3. ACCELERATE THE TRANSFORMATION AND UPGRADING OF SCHOOL PE TEACHER TRAINING

In the new era, the reform direction of school PE teacher training should be devoted to a healthy China and a strong country in sports, according to the practicality of PE discipline, strengthen the construction of PE discipline literacy education system, and train PE professionals with innovative thinking and practical wisdom. We should thoroughly implement the Opinions of the CPC Central Committee and The State Council on Comprehensively Deepening the Reform of Teacher Team Construction in the New Era and the Action Plan for the Revitalization of Teacher Education (2018-2022), as well as general Secretary Xi Jinping's important discourse on education and the spirit of the fifth Plenary Session of the 19th CPC Central Committee. In the reform of higher normal colleges and universities sports teacher training and innovation, transformation and upgrading, and blending as the guiding ideology, through the idea innovation, system innovation, culture innovation and practice innovation measures, further strengthening the construction of the gold class in normal colleges, pattern innovation and reform, adhere to the sports people, good for the cultivation of the educational concept, Explore the "1+1" contrast between urban and rural experience of education practice mode, create discipline to serve the society of practice courses, build "sunshine" educational management and "semi-militarized" student management linkage mechanism. Against the background of great changes unseen in a century, we should speed up the modernization management of school PE teacher training, and help the high-quality development of school PE in the new era by cultivating people's PE teachers who are willing to teach, good at teaching and with feelings of education.

4. CONSTRUCT LIFELONG INTEGRATED KNOWLEDGE LEARNING SYSTEM FOR PE TEACHERS

In October 2020, the CPC Central Committee and The State Council issued the Overall Plan for Deepening education Evaluation Reform in the New Era, which proposed to promote the construction of an education system that serves lifelong learning for all. In the new era, it is necessary to construct a lifelong knowledge learning system of integrated design, integrated training and integrated promotion, follow the principle of lifelong learning for students, open the door of lifelong integrated knowledge learning before and after service, so as to reveal the teaching and practical wisdom of learning-oriented PHYSICAL education teachers. The era of Internet + should give full play to the advantages of online teaching resources, through the MOOC platform and other learning resources, optimization of the new era of knowledge integration of school physical education teachers' lifelong learning, to explore the rich content, learning resources and convenient integration of lifelong learning, realize everyone involved, everywhere can learn, always be lifelong integrated knowledge system. In the new era, China's online physical education and training has formed a new pattern of diversified development. According to statistics, after the outbreak of COVID-19 in 2020, the online cloud platform of primary and secondary schools in China was visited by more than 2 billion people, and 17.75 million college students participated in online courses, totaling 2.3 billion people. The construction of lifelong integrated knowledge learning system is expected to open up a new realm for the training of school PE teachers and become one of the effective ways to promote the high quality training of school PE teachers.

5. CONCLUSION

The cultivation of school PE teachers in China should adhere to the leadership of the Party, construct a cooperative and diversified mechanism for the cultivation of school PE teachers, accelerate the transformation and upgrading of the cultivation of school PE teachers, construct a lifelong integrated knowledge learning system for school PE teachers, and help to build a strong country in sports and education.

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Comparison of plot structure art between "The Epic of Gilgamesh" and "The Story of King Gesar"

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Abstract: The Epic of Gilgamesh is the oldest known heroic epic in the world. The Chinese epic "The story of King Gesar" is also a classic of ancient epics in the world. The Epic of Gilgamesh and The story of King Gesar skillfully combine the integrity, richness and vividness of their respective plots to build a sophisticated, complete, detailed and decent, magnificent, ups and downs structure, both of them. The plot structure art is worthy of our exploration, exploration, reference and development.

Keywords: the epic of Gilgamesh; the story of King Gesar; plot structure

INTRODUCTION

The Epic of Gilgamesh is the oldest heroic epic in the world so far. It was circulated among the Sumerians more than 4,000 years ago. It has had a profound influence on Western literature. The plot structure of Gilgamesh's epic is tortuous and compact, detailed and decent, magnificent, and ups and downs. It can be called a model of Akkadian literature.

"The story of King Gesar" is the longest-sung heroic epic among the epics discovered so far in the world. It represents the highest achievement of ancient Chinese folk culture and oral narrative art. Countless troubadours have inherited the singing and singing about it from generation to generation. It has a long history, magnificent structure, voluminous volume, rich content, majestic momentum, and widespread circulation. It is an immortal heroic epic.

The world recognizes that Gilgamesh Epic and King Gesar are treasures of the world's art treasure house, and their plot structure art is worthy of our exploration, discovery, reference and development, so this article puts the two epic classics together to make a comparison of plot structure art.

1. THE PLOT IS NEAT, THE STRUCTURE IS COMPLETE AND RIGOROUS, AND THE DETAILS ARE DECENT

Aristotle believes that the epic plot "surrounds a whole action, with a head, a body, and a tail, so that it can be like a complete living thing and give us a special pleasure it can give." Otherwise, "The story will be too long to be exhaustive; even if the length can be controlled, but with many details, the story will tend to be complicated."

When faced with a long time, numerous events, and a large number of heroes, the story of King Gesar consists of a main character's action with beginning and ending, which constitutes the core story of an epic, that is, the main plot. Just as any contradiction in real life has a complete process of occurrence, development and ending, the "this kind of integrated action" described by the biography of King Gesar is also reflected in the actual contradictions and characters in the works. The evolution of a series of continuous life events caused by conflicts. In the biography of King Gesar, the authors closely focus on the hero King Gesar in the epic. Through a concise and fluent narrative, we can see: natural disasters and man-made disasters are spreading in Tibetan areas, demons and monsters are rampant, and the people of Li people are poisoned. Gesar asked himself to go down to the world and fulfilled the sacred mission of subduing demons and demons, restraining the strong and supporting the weak, and benefiting the people (beginning). Gesar, with special character and extraordinary talents, won the tribe's horse race and won the throne. At the same time, he married Senjiang Zhumu as his concubine (development).

From then on, Gesar began to use Tianwei, conquered the east and the west, and fought in the north and the north, subdued the northern monsters who invaded the Ling Nation, and defeated the White Account King of the Hall Nation, King Sadan of Jiang Kingdom, King Xin Chi of the door, King Noel of Great Food, King Chidan of Kachezon Otolith, King Togui of Zhugu, etc. (Climax), after subduing the human monster, Ge Saer Gongde is complete, returning to the heaven (end) with his mother Guo Mu, Princess Sen Jiangzhumu, etc. to complete the evolution of the event. After the author's ingenious plot arrangement, a complex action with beginning and end, beginning and end, was cleverly condensed into a series of events, so that a complete, rigorous, detailed and decent structure was displayed on the paper and presented to readers.

Although it is impossible to verify the exact author of Gilgamesh's epic, this epic is also composed of the author's main character, Gilgamesh's actions from beginning to end to form the core story of an epic, which is the epic of Gilgamesh. The main plot. This unified action was not written by the author as a
running account, and turned into a messy pile of incidents, but through the author's rigorous control and precise judgment, the description is both complete, rigorous, and detailed. Decent. In Gilgamesh's epic, we can also see: Gilgamesh and Enki did not know each other, and they cherished each other (beginning); Gilgamesh and Enki left in the history of the expedition to the cedar forest and killed Divine beast Humbaba (development); rejecting Istar's courtship to kill the beast beetle, God's wrath grants Gilgamesh's best friend Enqi to death (climax); Gilgamesh is in deep sorrow, and the search for eternal life is fruitless And return (the ending). The complete process of the evolution of this series of events perfectly reflects the integrity of the epic plot, the complete rigorous structure and the appropriateness of detail. The author has shown extraordinary judgment and unique artistic ingenuity in the plot design and structure arrangement. It not only makes the epic logic clear and catchy, but also creates indispensable favorable conditions for portraying the characters and revealing the hidden theme of the epic.

2. RICH PLOT, MAGNIFICENT STRUCTURE, UPS AND DOWNS

Although the plot of King Gesar's biography is unified, its plot is not monotonous, weak, and pale. As mentioned earlier, when the authors faced a long time, numerous events, and a proliferation of heroes, the authors made the plot complete and unified, and the actions and time of the main characters were highly concentrated. However, this is not the case. It prevents the poet from proceeding from reality, using various episodes to describe the magnificent scenes of war in as many aspects and depth as possible, depicting the full character of the characters, in order to achieve the purpose of writing. The plot episodes creatively added in the biography of King Gesar can be roughly divided into two situations: the first is the mortal episode related to the main plot, and the second is the divine episode related to the main plot. For example, the epic, with its majestic and majestic momentum, through the vivid narration of the wars between dozens of states and tribes, the performance is ups and downs, and the ups and downs, reflecting some important history of the Tibetan areas around the 6th to the 9th centuries and the 11th centuries. The incident expressed the Chinese people’s aversion to division and turmoil and their desire for peaceful reunification. This is a positive aspect of epic realism. At the same time, the epic endowed Gesar with extraordinary abilities with beautiful fantasy, and made him an incarnation of a god, capable of enlisting ghosts and gods and heroes who dominate nature. There are no enemies that cannot be defeated, and no difficult things that cannot be done. Others, such as the depiction of the devil’s imagination, hell, and the special contributions of birds and beasts, are also full of magical colors, such as horses can loyally advise, crows can scout, etc., adding a strong romanticism to the epic. These episodes explain the background of the story in the epic, supplement the main plot, enrich the plot content, and expand the epic length, making the structure magnificent and ups and downs. So, how does the Gilgamesh epic successfully resolve the contradiction between the unity and richness of the plot? Just as the human body has a skeleton and needs flesh and blood, the Gilgamesh epic is outside the main plot with integrity, According to the needs, insert various "episodes" into the various components of the epic appropriately. The plot episode of Gilgamesh's epic is also divided into two aspects, mortals and gods, like Homer's epic. It depicts a special world with both humans and gods, but at the same time there is no lack of realism. In the works, the real world and the mythical world are intertwined, and humans and gods can circulate freely between the two worlds; the heroes in the stories are endowed with the characteristics of gods, and the gods in the stories are also endowed with human emotions. For example, in "Epic of Gilgamesh" Gilgamesh is the son of the goddess Ningxun and Lugal Banda. He possesses two-thirds of divinity, one-third of humanity, and Xiang Gilgame Even if courtship is not possible, the god of Istar and Enqi are all created by the god Anu goddess Anun to counter Gilgamesh, etc. It goes without saying that these myths and legends have greatly enriched the main plot, expanding and lengthens the length of the epic, thereby making the structure more magnificent, with ups and downs, so that the epic does not appear boring, boring, and tedious.

3. THE PLOT IS VIVID, THE STRUCTURE IS STRONG, AND THE STRUCTURE IS SUBTLE AND INGENIOUS

In order to enhance the artistic effect of the plot structure, make it vivid, exquisite and dramatic, King Gesar has effectively used many artistic techniques in plot design and structural arrangement. For example, due to the different personalities of the characters, many unexpected plots are derived. For example, in Chapter 16, Laiqiong, the maid of the Ling Kingdom, dressed up as the queen of pearls and gave it to the King of the White Account. The King of the White Account mistakenly believed that it was true and retreated. Lingguo general Chao Tong heard Hall withdraw his troops, furious, pursued overnight, secretly sent secret letters, and scolded the White Tent King: "Poor White Tent King, who was fooled and deceived by others. Riding Lingguo, he did not watch out, so he hurried to Jiacheng. Grab Zhumu". Knowing the true feelings, King Hall White quickly sent troops to take the city of Jiakaxiumao and snatch Zhumu. Because of Chao Tong's behavior, the whole plot took a sharp turn, leading to the plot behind the book. This kind of "sudden turn" in the plot often results in a sharp turn in the structure, which can
strongly shock the audience's thoughts, which can produce obvious artistic effects. In addition to this kind of "sudden turn" in the plot, King Gesar is also very good at organizing "suspense", such as Zhumu toasting the white account king with poison and wine, and he was tortured before the incident and tied to a pole; Lingguo General sees it Zhumu suffers humiliation, and discusses a decisive battle with Hall the next day, and captures the White Account King alive; Chao Tong secretly sends a secret letter, and the White Account King of Hall hides it; the next day the mountain will sweep the Hall’s camp, but the White Account is not captured. Wang, only catching Lama Awan, the Gua master, created "suspense" and made readers feel a sense of urgency, tension, and urgency about the development of the event and the fate of the characters, which kept the reader's heartstrings tight. It can be seen that the plot structure art arrangement of King Gesar's biography is extremely delicate and ingenious.

The plot design of Gilgamesh's epic is rooted in life, and the character images conform to the characteristics of real characters, making the plot lively; it also spreads the wings of imagination, exaggerates the art, and produces a strong dramatic effect. The character image rooted in life is the core and soul of the storyline. As an excellent work, Gilgamesh’s epic has created an immortal achievement in characterization, even though it is a work thousands of years ago, Gilgamesh’s epic The author's description of the main characters is not inferior, and the main characters portrayed in it are displayed from multiple angles such as portraits, language, actions and environments, which makes the characters vivid and the plot is lively and interesting. In terms of artistic techniques, the so-called "no conflict, no drama", the author achieves its dramatic effects through intense "conflict" and resolution of "conflict" in the next moment. For example, after Enkidu learned that Gilgamesh occupied the bride, Declared war on Gilgamesh, but in the end he didn't know each other and became a good friend. The author also used the "exaggeration" in artistic techniques, which aroused the readers' rich imagination and strong resonance, such as: the limbs of my best friend...your eyebrows are carved with lapis lazuli, and your breasts are made of fine gold. These techniques all make the epic sentiment structure lively, interesting and extremely dramatic. In short, Gilgamesh Epic and King Gesar skillfully combined the integrity, richness and vividness of their respective plots to construct a sophisticated, complete, detailed and decent, magnificent, ups and downs structure. A series of classic characters that are unforgettable and memorable for readers.

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The Use of Krashen’s Input Hypothesis in the Teaching of English Reading in High Schools

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Abstract: Reading, as one of the four skills of language, is an important part of English teaching in high schools. At the same time, with the development of reading teaching and the improvement of new standard created by new English curriculum for senior high school students, students in growing numbers are eager to improve their reading ability. But there are some problems in the teaching of reading, such as monotonous teaching materials; obsolete teaching theories; antiquated teaching approaches, limited time for students reading after class. This article applies Krashen’s Input theory to deal with these problems in teaching English reading.

Keywords: Input Hypothesis; High schools; Problems; the teaching of English reading

1. INTRODUCTION
Reading, as an important part of English learning, cannot be ignored by both teachers and students. Accordingly, English teachers have paid great attention to the teaching of English reading in high schools by taking advantage of varies teaching methods. English is valued by many English teachers in China, which can be acquired not only by learning but also by acquisition. Therefore, if students hope to have a better understanding of this language, a great deal of comprehensible input is indispensable. In Krashen’s Input theory, comprehensible input is required in English learning. If learners are desperate to acquire a foreign language, a lot of language input through reading and listening are necessary. In this paper, Krashen’s Input Hypothesis was put into practice by the author to deal with problems in the teaching of English reading in high schools.

2. LITERATURE REVIEW
As is introduced in the part of introduction, this paper mainly elaborates the problems in current English teaching of reading and how to use Krashen’s Input theory to deal with them. Krashen (1982) proposed Comprehensive Input Hypothesis. He put many supporting ideas to his hypothesis. However, Cook (Cook, 2000) thought there were something inapplicable with Krashen’s Input Hypothesis. His allegation was that, in Krashe’s Input Hypothesis, he attached much attention to reading and listening but ignored speaking. In the teaching of English reading, some researchers have proposed some opinions. Yang Mengdi (2016) believed that traditional teaching of English reading cannot encourage students to think actively. Li Liyan(2010) stated that English teachers paid much attention to teach vocabularies, and always involved in students activities rather than just gae some guidance. However, from the angle of second Language Acquisition, Krashen thought highly of language input, he advocated that teachers should not only provide students with sufficient comprehensible input but also taught learners to actively acquire language input. Therefore, teachers should encourage learners to obtain language input through different channels, and provided real language environment.

3. PROBLEMS IN CURRENT TEACHING OF ENGLISH READING IN HIGH SCHOOLS

Monotonous Teaching Materials

At present, when English teachers conduct reading teaching, they mainly focus on explaining the content of the teaching materials (Wang, 2010). To some extent, they ignore the integration and application of extracurricular teaching resources, so that the English reading classes are so monotonous that students lack interest in reading. Therefore, students cannot cultivate their independence in learning English.

Obsolete Teaching Theories

In the subject of language, reading is a manifestation of students’ comprehensive ability. According to the requirements of the English Curricular in primary and middle schools, the purpose of teaching English reading is to cultivate students’ comprehensive ability in acquiring and processing information broadly as well as analyzing and solving problems actively. Because of limited time, the approaches are inflexible, but different students’ reading abilities should be taken into account in the interests of improving teaching quality efficiently. However, some teachers cannot flexibly apply the new teaching theory to current teaching environment, which results in inefficient teaching of reading. For example, some teachers only care about completing teaching tasks, but rarely innovate teaching methods according to the students’ comprehensible ability, which will cause detrimental effects that teachers are just considered to be instructors while students learning is passive.

Limited Time for Students Reading after Class

High schools are the critical periods for students both in physical and mental development. To improve students’ abilities in English reading, ample extracurricular reading is required, which can also help students form a good learning habit. However,
in actual teaching, because of limited time and heavy curricular task, teachers mainly focus on teaching textbooks, and they seldom recommend some extra-curricular reading lists for students. As a result, students hardly do extra-curricular reading by themselves, so there is just limited time in class for students to enhance their reading abilities.

4. IMPLICATIONS BASED ON INPUT THEORY

Providing comprehensible input
According to the rules of “comprehensible input”, learners must understand the meaning and form of the input in order to move from one stage to the next. That is to say, what teachers are introducing or presenting can be slightly beyond students’ comprehensive ability. During this process, teachers can use new words that students cannot recognize, because students are capable of learning a new language best if the language input they receive is slightly higher than the level of students’ comprehension.

Reinforcing the Vocabulary Input
According to Krashen, “many a vocabulary is necessary and essential for learners to master a language. As for the Second language acquirers know that limited vocabularies do harm to learn a new language, so they usually take dictionaries with them rather than with a grammar book(Krashen, 1989).” However, reading is a portion of the discourse, while vocabulary is just at the range of syntax. Therefore, in reading classes teachers should do their best to guide students to find the main idea of the text when they are reading first, while the vocabulary teaching and learning can be carried out in or after classes.

Promoting the Affective Input
Generally speaking, students can actively and positively take part in their learning process when their boredom and anxiety levels can be minimized and favorable learning environment is provided, so teachers shouldn’t neglect students’ attitude and emotional factors. Teachers need to give many chances for students to master a variety of reading methods. For example, biographies and explanatory texts can be read in rough, just looking for important material information, and ignoring irrelevant parts. However, as for the narrative texts as well as argumentative papers, readers need to read them carefully to gain deeply understanding of the reading texts. Besides, interesting material can be provided for learners, which will attract their attention. Therefore, students’ learning is active rather than passive.

Improving the Knowledge of grammar
With the Communicative Language Teaching model popularized, linguists pay much attention to grammar. “The researchers have proved not only the function of general knowledge of grammar in reading, but the connection between reading comprehension and the abilities to analyze syntax (Chen, 2004).” Teachers should use short essay correction, gap filling of English grammar or other forms of exercises to help language learners master the grammatical rules from the application of grammatical knowledge, increasing the cultural input

In the study of reading, background knowledge is put on the important position by most researchers for the sake of understanding the reading materials, including geography knowledge, writer’s experience, story knowledge, cultural background knowledge and so on. Therefore, corresponding cultural knowledge should be integrated by English teachers. Besides, teachers also need to help students to strengthen their knowledge and understanding of English culture, and gradually cultivate students’ cultural awareness on the basis of learning to use foreign languages. At the same time, English teachers should also pay attention to think deeply about cultural information in teaching content and introduce cultural background before learning a language.

5 CONCLUSION

Therefore, in order to study a new language sufficient reading and listening practice are two indispensable parts. Besides, language input is essential for learners. Learners’ proficiency of language output can be decided by the quality and quantity of language that learners are learning. Therefore, a large number of comprehensible input is required. Thirdly, based on Krashen’s Input theory and reading principles, comprehensible input is beneficial, efficient, and applicable for English teachers to improve teaching quality in reading class, and students can improve reading comprehension by using this theory.

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The Application of Discourse Analysis in the Reading Course

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Abstract: As an important part of English teaching, reading plays an important role in English education. In order to carry out better reading teaching, discourse analysis theory has been widely used in reading course. But in the real classroom situation, teachers often have some certain problems in the application of theoretical knowledge. This paper tries to find out the teaching strategies of discourse analysis which applied to reading course from theoretical basis, realistic significance of discourse analysis theory and strategies to apply discourse analysis.

Key words: reading course, discourse analysis, teaching application

1. INTRODUCTION
1.1 Discourse
Firstly, we need to know what is discourse. Originally, discourse has been an independent discipline in linguistics in the late 1920s. Halliday (1985) pointed out that “Discourse is a multidimensional process.” At the same time, Hu Zhuanglin (1994) proposed that discourse refers to any natural language that is not completely bound by sentence grammar and expresses complete semantics in a certain context. Crystal (1992) elaborated in Introducing Linguistics that “discourse is a series of language greater than one sentence, such as a debate or narrative.”

To conclude, here are some features of discourse: (1) discourse is process; (2) discourse is situation which is the context of communication, moreover, the social and culture background. (3) discourse is also a basic linguistic unit beyond sentences. (4) discourse is functional in use.

1.2 Discourse Analysis
The discourse analysis was first proposed and used by a famous American structuralist linguist Zalling Harris in the early 1950s. After that, in 1967, a German linguist named H. Weinrich believed that any linguistic research should be carried out within the framework of text. Since then, many new theories about discourse analysis have emerged all over the world, for example, the Prague School, pragmatics, Anglo-American School, Foucault school and Critical discourse analysts. According to Huang Guowen (2006) classify discourse analysis as Anglo-American School which interested in the use of language and language itself, Foucault school focus on the problems which related with social practices and social transformation and Critical discourse analysts plays close attention to social points.

2. THE IMPORTANCE TO APPLY DISCOURSE ANALYSIS IN READING COURSE
2.1 Change the Way of Reading
Reading, as a part of English teaching, plays an important role. However, as a common part of English learning, many teachers seem to ignore the role of reading in students’ learning. If teachers can teach reading flexibly, it will not only bring students a breakthrough in English learning, but also improve their learning ability. In current English reading teaching, teachers always apply a single teaching method to guide students to learn. They ask students to read silently at first, then let them pick out new words and lead them to translate word by word to answer some questions. This mechanical and rigid mode is not conducive to cultivating good reading habits for students, nor is it helpful to exploring reading skills for students. In the teaching process, teachers do not connect vocabulary with grammar and sentence patterns, they separate the whole passage which is out of discourse. Thus, reading in a whole is necessary for the comprehension of the texts.

2.2 Help to Improve Reading Ability
The purpose of reading is to grasp information and shape minds, instead of understanding the meaning of a specific word in the text. When reading English articles, most students often immediately look up the unknown or vague words in the dictionary to achieve one-to-one correspondence translation. They only understand words or sentences, and ignore the understanding of the whole article. In this way, it will not only delay the reading speed, but also fail to understand the main idea of the article after reading the article, resulting in meaningless reading. Therefore, only from the perspective of discourse can students cultivate good reading habits and improve reading efficiency.

2.3 Contribute to Learning Writing Methods
The articles read by students are screened, and the structure and internal logic of the articles are polished. While reading the article, students will also think, judge and learn the text structure of the article. Over time, the knowledge will also have a subtle impact on students. As we all know, English includes input and output. Writing is an output in English. The most
To cultivate students’ reading ability, teachers need to apply the theory of discourse analysis. When analyzing the article, it is necessary to keep a watchful eye on the structure and discourse of the text when answering questions. Moreover, when applying discourse analysis to reading teaching, teachers need to guide students to realize that discourse is not a simple fusion of vocabulary or grammar, but a concrete embodiment of the author’s ideology and culture.

3.2 Analyze the Textual Cohesion

When analyzing the article, it is necessary to keep a watchful eye on the structure and discourse of the text when answering questions. Moreover, when applying discourse analysis to reading teaching, teachers need to guide students to realize that discourse is not a simple fusion of vocabulary or grammar, but a concrete embodiment of the author’s ideology and culture.

3.3 Adopt Different Methods

To cultivate students’ reading ability, teachers need to understand students’ reading level and use various methods to improve their discourse analysis ability. In the traditional reading course, students tend to read silently. Although some students will read aloud, their attention to the article is limited to words, sentences and grammatical structure, not to the discourse. These habits make students ignore their understanding of the article framework. In order to cultivate good learning habits, teachers should adopt various reading methods when dealing with different reading materials. For example, when reading some articles which are easy to understand and have a simple structure, teachers can guide students to read quickly. In this way, starting from the text of the article, students can not only correctly understand the article, but also improve their reading efficiency. When meeting some difficult articles, teachers can guide students to read in sections, so that students can learn some writing skills of the articles.

4. CONCLUSION

In reading teaching, teachers should pay attention to the importance of discourse analysis in reading and apply it to teaching. The purpose of reading is not to let students understand the literal meaning of the words and sentences of the article, but to know about what the author wants to express behind the article. Thus, discourse analysis helps students focus on the topic, analyze the structure of article and have a clear understanding of the main idea of article. Therefore, the application of discourse analysis in reading course can not only improve students’ reading interest, but also improve students’ reading and analysis ability.

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Effectiveness and Strategies of College Online Courses Teaching Quality Evaluation Under the Background of "Classes Suspended But Learning Continues"

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Abstract: In order to fight the COVID-19, colleges and universities cooperated with Internet enterprises such as Tencent and Netease to develop online courses and enable students to study well at home through online teaching. Now the winter vacation is coming, but the epidemic prevention work can't be relaxed. This paper discusses the background of "classes suspended but learning continues", the current teaching situation and existing problems of college online courses, and puts forward some suggestions on how to improve the teaching quality, teaching evaluation and teaching effectiveness of online courses in colleges and universities, hoping to contribute to the further development of online courses and distance education and promote the reform of education in Colleges and universities.

Keywords: classes suspended but learning continues; online courses; network teaching

INTRODUCTION
At the beginning of 2020, it was the time of family reunion, but I didn't expect the COVID-19 to be fierce. The sudden novel coronavirus pneumonia has made the people's normal work and life suspend, and also affected all-level schools not to start school as scheduled. In the face of the epidemic situation with an unpredictable end time, China has rapidly carried out epidemic prevention and combating work in order to ensure the life, health and safety of the people and all students all over the country. While actively responding to the epidemic, the state and schools have not given up teaching. The Internet provides a good teaching platform for online education and home learning. On January 27, 2020, the Ministry of Education issued the Notice on Postponement of Spring Semester in 2020, specifying the postponement of the term beginning. Then it also puts forward requirements: during the extension of the opening period, all localities should make use of the network platform to achieve "classes suspended but learning continues". On February 17, 2020, the Ministry of Education opened the "national network cloud classroom" to provide high-quality network teaching resources to local schools, and coordinate the school-based resources of local famous schools to open to the whole society free of charge. Colleges and universities have also responded to the "classes suspended but learning continues", using Tencent classroom, Dingding classroom, Netease Youdao and other platforms to upload course resources and carry out online course teaching.

DEVELOPMENT STATUS OF ONLINE COURSE TEACHING IN COLLEGES AND UNIVERSITIES
Since 2010, China has been promoting educational informatization for nearly ten years, and the cumulative investment in educational informatization has reached more than 200 billion. In 2018, China will enter the stage of education informatization 2.0. By 2022, it is necessary to achieve the development goal of "three complete, two improvement and one large platform", that is, the teaching application should cover all schools, all teachers and students. However, for a long time, college education has focused on offline teaching, lacking practical experience in online course teaching. Even with the rapid development of Internet technology, some colleges and universities recognize the convenience and broad prospects of online education and pay attention to the application of college online courses; online course teaching has always been in an auxiliary position in the whole college education system and is a supplement to offline teaching. This epidemic has forced major colleges and universities to adopt online course teaching as the main way. According to the measures of colleges and universities to carry out online courses, we can see the application level of information teaching in colleges and universities. Basically, the “double first-class” universities respond positively to the “class suspension without learning suspension” and have coping strategies. They have a complete set of coping methods and complete online education operating procedures. However, due to the lack of online education experience and resource accumulation and lack of response measures and methods, many ordinary colleges and universities can only temporarily deal with the epidemic. Online course teaching needs to be further developed.
3. PROBLEMS IN COLLEGE ONLINE COURSE TEACHING

During the period of "classes suspended but learning continues", we recognized the positive role of online course teaching and found the problems existing in online course teaching in colleges and universities.

3.1 UNFAMILIAR WITH NETWORK TEACHING PLATFORM

Some colleges and universities usually do not pay enough attention to online course teaching and do not have their own online education platform. In order to achieve "classes suspended but learning continues", they can only temporarily choose Internet enterprises to cooperate. Internet enterprises provide online education platform and colleges provide teaching resources. Because classes are usually offline teaching, teachers and students are not familiar with the online teaching platform, it is difficult to operate skillfully in a very short time. Coupled with the application of the whole school, the stability of the platform is very critical, and the pressure of technical training and support will be very great. For example, in actual teaching, if conditions permit, most teachers choose to conduct live teaching through the platform, which can carry out real-time interaction with students and better understand students' learning progress. However, at the beginning of online course teaching, there are often situations such as missing the live link or being stuck out of the live room halfway, which affects the quality of online course teaching.

3.2 RICH NETWORK RESOURCES MAY NOT BE SUITABLE

Because of the epidemic situation, teachers cannot go to the school to negotiate teaching plans. It is also difficult for teachers to make curriculum resources at home alone, so it is difficult to ensure the quantity and quality of courses. Therefore, the rich shared curriculum resources on the network have become a good choice of teaching resources. However, the specific conditions of each school are different. The online curriculum resources may not be suitable for the school, and it takes time to screen the appropriate resources for the teachers and students. There are also some relatively unique majors, which may not find suitable resources on the network.

3.3 TEACHERS LACK EXPERIENCE IN TEACHING ONLINE COURSES

Online teaching and research also needs the accumulation of practical experience. Some practical problems including how to design online teaching, how to carry out teaching interaction, how to obtain instant feedback, how to carry out personalized teaching, how to evaluate students' learning results and teachers' teaching quality, can not be solved by just a few days of training. College teachers usually focus on offline teaching and generally lack online course teaching experience, which may bring bad online learning experience to students.

3.4 STUDENTS COME FROM DIFFERENT BACKGROUNDS, AND THERE IS UNCERTAINTY IN ONLINE TEACHING

Different from offline teaching, online teaching requires networked terminal equipment. It is best to have a computer at home, stable network and parental support to create a good learning environment for students. However, in real life, students have different family conditions. Some students have only have an outdated mobile phone, which can not meet the basic conditions of online teaching. Some students lack self-management ability, and their parents do not pay enough attention to learning, which affects the final effect of online course teaching. In short, different from the centralized arrangement of offline teaching by the school, students' home learning expands students' autonomy; the school can not completely dominate the teaching process, and the effectiveness of online course teaching is full of uncertainty. [2]

4. STRATEGIES FOR IMPROVING THE EFFECTIVENESS OF COLLEGE ONLINE COURSE TEACHING QUALITY EVALUATION

The epidemic is not over yet. During the period of suspension, all sectors of society also recognized the importance of online course teaching and gave support within their capabilities to ensure that students can attend classes and study normally as much as possible and do not neglect their studies. How to improve the effectiveness of online course teaching quality evaluation in colleges and universities has also become a social hot topic.

4.1 TO ENSURE THE NETWORK ENVIRONMENT AND PROVIDE SUPPORT FOR ONLINE COURSES

Having networked intelligent terminal equipment and a better network environment is the most basic hardware facilities for students to study at home. Therefore, Internet enterprises should pay attention to the maintenance of network technology, ensure that the network is not stuck or disconnected during online learning, timely solve the network technology problems put forward by college teachers and students, help college teachers and students get familiar with the teaching methods of online courses and build a good learning platform. At the same time, teachers and students should also actively learn the operation of the platform and become familiar with how to use the Internet platform to complete online course teaching as soon as possible. In addition, we should also help some poor students solve the problem of lack of networks and intelligent devices, so that the majority of students can participate in online course teaching, and don't have to stop their studies because of the suspension of classes.

4.2 TO CREATE A GOOD LEARNING ENVIRONMENT BY HOME SCHOOL COOPERATION

During the period of students' home study, the home has become a new learning environment instead of
the school. Parents and schools should strengthen communication. According to the division of responsibilities, schools should do a good job in teaching and parents should do a good job in logistics support to provide a good learning environment for students. Although college students are adults, they can be responsible for themselves. However, college students have not really graduated, and they still need parents and schools to take care. During school, the school provides guarantee for college students' clothing, food, housing and transportation. At home, parents need to do a good job in logistics support for college students. For example, some homework needs to upload videos, and parents should help students finish shooting. During home study, parents and children should see each other's advantages and establish a harmonious parent-child relationship, rather than looking at each other. Parents feel that their children are so old for nothing, and they are not sensible. Children feel that they can't communicate and understand with their parents, which seriously affects students' mentality of home study.

4.3 TEACHERS LEARN NETWORK KNOWLEDGE AND CHANGE TEACHING METHODS

Compared with offline teaching, online course teaching is a new teaching method. Many college teachers are not familiar with online teaching, which affects the quality of online teaching. Therefore, teachers need to actively learn network knowledge related to online teaching, master the operation methods of online course teaching platform, update ideas, innovate teaching methods, and bring good learning experience to students. For example, online teaching can't be the same as in school, nor the teacher can communicate with students in the face-to-face way. During students' home study, learning depends more on students' autonomy, and teachers play the role of instructors. Therefore, teachers can provide students with learning resources such as electronic teaching materials as much as possible, and make full use of live video and other tools during online teaching to create a good learning atmosphere, answer questions for students and help students learn better, to improve the effectiveness of online course teaching quality evaluation. [3]

5. CONCLUSION

Online course teaching is a supplement and expansion of offline teaching. MOOC and Chaoxing all have a large number of online course resources, which can help students better carry out autonomous learning. Before the outbreak, online courses have always played an auxiliary role in the education and teaching system of colleges and universities. The sudden outbreak has made online course teaching an excellent choice for "classes suspended but learning continues". Colleges and universities must face up to the important role of online course teaching and cooperate with Internet enterprises to improve the quality of online course teaching, thereby promoting the development of "Internet plus education". Fund Project: Jining Normal College "Online Teaching" Special Teaching Reform Project: "Case Study on Online Course Teaching in Local Undergraduate Colleges under the Background of "Classes Suspended But Learning Continues ---Taking Jining Normal University as an Example", (Project No.: ZXJXX2020073)

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ACADEMIC PUBLISHING HOUSE
Exploration of Investing in Southeast Asian Countries to Obtain Demographic Dividend

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Abstract: With the arrival of China's aging society, the next few decades will be a period of demographic dividend in Southeast Asia, as well as a strategic and opportunity period to promote economic growth by using this extra resource. If Southeast Asian countries do not make full use of labor resources, that will affect the smooth cash of demographic dividend. China has had problems in the utilization of labor resources are similar to those of Southeast Asian countries. It is a hot issue at present to explore feasible paths for southeast Asian countries in the process of cashing out demographic dividend by using existing experience for different types of economies.

Keywords: investments abroad; demographic dividend

1.TERMINOLOGY OF DEMOGRAPHIC DIVIDEND
Experts at home and abroad define whether a country or region is in a period of demographic dividend mainly in the following aspects: First, the ratio of non-working age population to working age population of the total population is used to judge. Chen Youhua (2005) pointed out that when the ratio of the population aged 0-14, the elderly population aged 65 and above and the working-age population aged 15-61 is less than 53%, the country or region enters the demographic dividend period. The second is to use the ratio of "effective producer" and "effective consumer" to define. Wang Feng (2007) believes that demographic dividend is caused by the difference in production and consumption capacity of populations with different age structures. The growth rate of effective producer population output and the growth rate of dependency ratio together constitute the human output growth rate.

2.ASIAN MODELS OF CAPITALISM IN ECONOMY: A POLITICAL CAPITALISM OF THE SOCIALIST MARKET
The patterns of the international division of labor define regional organizations according to the degree of openness of economies and the nature of trade. In order to qualify internal and external exchanges, the Asian typology first required the description of the geopolitical process of the continents, from the countries of Asia-Pacific to the qualification of "East Asia". [1]. The post-crisis South East Asian countries (2001) are seeing the resurgence of the political ideologies of development specific to Asian countries [2], thus causing Asian economies to decline according to a geoeconomics typology of regionalization.

Integration sovereignty leads to a consensual diagnosis of the influence of the “Chinese regional hegemon” in Southeast Asia. This terminology is based on the analysis of the "Asian miracle" [3], introduced the balance of power between Japan and China in Asia.

The scope of the modeling methods of Asian capitalisms intervenes for the recognition of the role of the actor in the economy, thus primarily targeting the political leaders that François BAFOIL identifies in the model of state political capitalism. The fact of integrating the term "political" in the modeling of the forms of capitalism supports the idea that capitalism remains above all an ideology for which the logics of accumulation of wealth and the securing of properties are the prerogative of the political classes leaders. These models reflect the nature of state power, demonstrating the concentration of power, the networking of elite actors in the economy, and the international approach linked to "good Asian governance". [4]

The question of models of capitalism admits the existence of "various capitalisms distinct from European and American configurations"; this international approach to models is studied through the role of "intermediary actors in the economy". [5] One cannot unite a community of capitalists around a common goal, however united and organized this group may be, the goal of each member is centered on personal enrichment. Even if this particularly tight-knit group were to collaborate in order to share their profits, the expected accumulation of profits would lead to conflicts between the members of this group. In this, the recognition of a "group of actors" (Shèhuì), admits the existence of an internal struggle between representatives of Chinese capitalism.

The first hypothesis on models of socialist capitalism in China is proposed by Mehrdad Vahabi: "competition is never stronger than within a tight-knit group".

The 5 types of Asian capitalsms, from French specialist François BAFOIL.
-Group 1: Indonesia and the Philippines, "Island semi-agrarian capitalism", due to a low degree of market liberalization, favoring production by agricultural planning.
-Group 2: Malaysia and Thailand, "Industrial capitalism driven by trade", characterized by a strong liberalization of the markets allowing an opening to international trade.
-Group 3: Hong Kong and Singapore, “City capitalism”, for a model dependent on foreign trade.
-Group 4: Japan, South Korea and Taiwan, "Capitalism drawn from innovation". This group is diverse, due to the specialization of their high value-added activities involving entry barriers for other activities.
-Group 5: China, "Continental mixed capitalism" or "State capitalism", constituting a "selective membership of capitalism".

3. THE ENLIGHTENMENT OF SOUTHEAST ASIAN COUNTRIES’ CASHING IN DEMOGRAPHIC DIVIDEND

3.1 The quality of the labor force is low, resulting in high unemployment.

T. W. Schulz pointed out that investment in human capital can raise the level of output of a society as a whole. Compared with other developed countries in the world, major southeast Asian countries invest less in education. Indonesia and the Philippines, in particular, have high youth unemployment, mainly due to low levels of education, which prevents them from finding a job in the fast-growing economies. Data show that in 2010, the public education expenditure of the Philippines and Indonesia accounted for the lowest proportion of the economy among southeast Asian countries. Their fiscal budget accounted for 3.2% and 301% of GDP respectively, lower than Vietnam's 6.56% and Thailand's 3.75%.

But the Philippines has begun to focus on improving the quality of education in the country, requiring universities to strictly control enrollment. And gradually increase educational support to ensure the quality of students. However, Thailand blindly expanded the number of higher education institutions, resulting in the level of economic development can not fully absorb the large number of graduates, many college graduates can not find jobs.

3.2 The tertiary industry is not fully developed and its capacity to absorb labor force has not been fully developed.

The tertiary industry is the main industry absorbing surplus labor force. Although the labor force of various countries is shifting from the primary industry to the tertiary industry and the employment structure has been constantly optimized, there are still a large number of surplus labor population in the primary industry, especially the hidden unemployed population. In six Southeast Asian countries, except Singapore and Malaysia, where the proportion of service workers exceeds 50%, employment in four other countries is still concentrated in the primary industry. Since Vietnam entered the demographic dividend period, there is still a large number of hidden unemployment in the primary industry, and it is urgent to further transfer to the secondary and tertiary industries in the future. The tertiary industry has failed to play the role of transferring labor force due to its low level of development. At present, employment in Indonesia is mainly in the primary industry, which is consistent with Indonesia's national conditions. Indonesia is a large agricultural country with abundant food crops. Employment in the Philippines is now concentrated in agriculture and fishing. The number of people engaged in the secondary industry is still very small, and the employment threshold of the tertiary industry is too high, which requires employees to master high skills.

Therefore, the potential of the tertiary industry to absorb labor needs to be further developed.

3.3 Promote the smooth flow of urban and rural population migration experience.

The free migration of urban and rural population is a necessary condition to obtain demographic dividend. A large number of rural surplus labor force population migration to the city flow, for a country's economic development to provide adequate cheap labor. Malaysia, Vietnam, Indonesia and Thailand have continued to increase their share of the population in urban areas since the 1970s (with the exception of the Philippines), but by now the proportion of the population in rural areas remains high. In 2014, the urban population in Vietnam and the Philippines accounted for 3.295% and 44.19% of the total population, respectively. In 2003, the Thai government implemented the "Habitat for Humanity" program to provide housing security for families with a monthly income of less than 17,500 Baht, which greatly enhanced the attractiveness of cities to rural people. Incentives for social infrastructure have accelerated urbanization and strongly promoted rural-urban migration.

4 THE EXPERIENCES TO SOUTHEAST ASIAN COUNTRIES’ CASHING IN DEMOGRAPHIC DIVIDEND FROM CHINA

4.1 Continuously improve the level of education.

Education is not only related to the interests of every citizen, but also determines the speed of economic development. There are some problems in Southeast Asia, such as serious imbalance of regional resources, imperfect educational structure and uneven teaching quality. At the level of ASEAN, it is necessary to increase the financial preference for education, further explore and innovate the reform of education system, and improve the coordinated development level of education fairness and quality. We should draw lessons from Thailand's blind increase of college enrollment rate, pay attention to the matching between the popularization of higher education and the level of social and economic development, and
give full play to the role of education in improving the quality of labor force, cultivating skills and thus promoting the smooth employment of labor force.

4.2 Further adjust the distribution of agriculture, industry and service industries and the distribution of labor resources.

Southeast Asia will usher in the "golden population structure" period. In order to fully enjoy the due dividends, it is necessary to avoid unreasonable distribution of the primary, secondary and tertiary industries and promote the internal development of the service industry. Currently services to absorb the employment space larger but development level is the primary, mainly under the control of the factors such as policy and access system of the association of south-east Asian nations (ASEAN), some industries such as electric power, telecommunications, finance, etc., because of monopoly reason self-improvement motivation insufficiency, the development of fatigue, to cultivate residents' consumption level, increased consumer willingness to a certain extent, counterproductive, and thereby inhibit the expansion of the size of the market. It limits the space for employment. The government should strengthen top-level design and gradually introduce foreign capital on a pilot basis to give play to the "surplus fish effect", so as to invigorate the market and expand it.

4.3 Improve the level of urbanization and accelerate the process of urbanization.

The first priority of urbanization development is to meet the first demand of rural population -- physiological demand, namely housing demand. According to Maslow's hierarchy of needs, food, clothing and shelter are the lowest and most basic needs of human beings. If physiological needs cannot be met, other levels of needs cannot be discussed, let alone become a factor to stimulate human development. Therefore, the government should increase support, from the perspective of incentives to introduce preferential policies and support measures to solve the housing problems of rural labor in small cities and towns. In addition, measures such as medical insurance and schooling for the children of migrants were introduced simultaneously to attract rural people to the cities. At the same time, the role of the market should also be brought into play to jointly promote the process of urbanization with the new PPP model.

5. CONCLUSION

To sum up, the positive impact of comprehensively increasing the demographic dividend is not only for Southeast Asian countries, but more importantly for the cooperation of Asian countries. Under President Xi Jinping's "Belt and Road" policy, we have worked closely with ASEAN countries to address the demographic transition that affects economic growth and welfare in Asia. We have comprehensively raised labor productivity and achieved positive results.

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REFERENCE

A Brief Discussion on Accounting Ethics Failures and Responses

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Abstract: As an important factor affecting the quality of accounting information, the issue of accounting professional ethics is directly related to the operation of China's financial regulations and the stability of the social and economic order. With the rapid development of China's economy, the improvement of the national knowledge and education level has led to a corresponding increase in the level of professional accounting skills. However, due to the lack of support of good professional ethics, the high level of professional skills has instead hindered the healthy development of accounting work. Some accountants lack professional ethics, and the problem of accounting professional ethics failure has become more prominent, how to deal with accounting professional ethics failure is an urgent problem to be solved.

Keywords: Accounting Professional Ethics, Analysis of Current Situation, Reasons for Anomie, Problem Solving

I. THE CURRENT SITUATION OF ACCOUNTING ETHICS FAILURE

1. Provision of false accounting information
At the behavioral level, the provision of false financial information by accountants is a direct manifestation of accounting professional misconduct. The main task of accountants is to carry out accounting and accounting supervision and other work, and to reflect economic activities truthfully. Influenced by complex internal and external factors, some accountants violate professional ethics and provide false financial information by altering false accounting vouchers, accounting books and accounting statements, maliciously deceiving the relevant users of accounting information, resulting in different degrees of distortion of accounting information. This seriously affects the correct communication of accounting information and is contrary to the original purpose of the establishment of the accounting profession.

2. Lack of professional service
At the spiritual level, accounting professional ethics failure is manifested as a lack of professional service spirit among accountants, which mainly includes two aspects. One is the lack of basic business literacy and low financial accounting level; the other is the lack of business research spirit and low work pursuit. In terms of business ability, due to the continuous improvement of China's education level, the basic business literacy of accounting personnel has been greatly enhanced in relative terms. However, due to the low entry threshold of the accounting profession and the lack of in-depth training of accounting quality in universities, many practitioners in the accounting industry still lack the basic business literacy and present the characteristics of insufficient professional ability. In the ideological awareness, the complexity of accounting work makes accounting personnel very easy to produce burnout psychology, lack of business research spirit. Some accountants have solid business processing skills, but they are tired of coping with their work, making it difficult to meeting the higher demands of performing participatory management functions.

II. ANALYSIS OF THE CAUSES OF ACCOUNTING ETHICS FAILURE

1. Poor accounting practice environment and lack of independence
In real life, the work of accountants is vulnerable to the influence of various factors such as money, power and favours. Due to the temptation of external interests, some accountants give up the interests of others for personal interests and actively engage in making professional ethical misconduct. Moreover, due to external pressure, some accountants passively make professional ethical misconduct in the pressure of superiors or favours. Complex interests and great external pressures make it difficult for accountants to be completely free from external interference, maintain their independence and handle accounting matters objectively and impartially. Even if they have a high level of professionalism, it is unrealistic to stay out of the mud and handle accounting matters in full compliance with the accounting code of ethics.

2. Inadequate monitoring mechanisms and low cost of ethical misconduct
At present, China's laws are mostly concerned with the punishment of serious accounting violations, and the constraints on ethical misconduct in the accounting profession are small, lacking in external compulsion and operability. Generally, only when the serious misconduct of accounting ethics touches the law, there is a corresponding specific punishment. Moreover, most of the administrative penalties for financial fraud in the audit of units and accounting firms are in the form of fines. Relatively speaking, the penalty of a fine is relatively light, making the cost of ethical misconduct low and hardly a deterrent.
effect. At the same time, it is difficult for accountants to obtain legal protection even if they resist illegal acts against their will.

3. Lack of professional ethics education and low level of indoctrination

Whether it is universities or enterprises, the training of accounting personnel is mostly focused on the improvement of professional skills, while ignoring professional ethics education. Even if there are corresponding courses on accounting ethics, most of them are only formal and have a low level of indoctrination. It is undeniable that the improvement of professional knowledge and skills has led to the emergence of highly skilled accounting personnel. However, if the focus is only on improving skills at the theoretical level and neglecting to improve ethics at the practical level, the high level of skills may prevent the healthy development of the accounting profession. The lack of professional ethics makes it very easy for accountants to waver in their position in practice, and to be tempted by interests or pressured by power to act unethically in the accounting profession.

III. RESPONSE TO THE PROBLEM OF ACCOUNTING ETHICS FAILURE

1. Improve the evaluation system of accounting ethics

Relatively speaking, accounting professional ethics norms mostly stay on ideological indoctrination, presenting the characteristics of little restraint and low operability. Therefore, it is particularly important to establish a perfect accounting professional ethics evaluation system through enterprises and to establish operable accounting professional ethics integrity files. On the one hand, it is possible to establish accounting personnel's professional ethics integrity files through enterprises for the characteristics of accounting behaviour in different industries, and to punish and record intentional falsification, malfeasance and dereliction of duty in the integrity files. On the other hand, the performance of ethics can be combined with employment performance to establish an assessment, reward and punishment mechanism for the professional ethical conduct of accounting personnel, rewarding advanced and punishing violations, providing incentives and penalties.

2. Enhance professional ethics education in higher education

The restraint of external forces is essential, but real change in thinking is necessary to effectively address the problem of accounting ethical misconduct. Therefore, colleges should emphasize both professional skills and moral education in a way that stimulates academic interest. Academics should try to discover interesting and unconventional methods to teaching ethics, to equip the traditional methods of teaching[1]. At present, accounting professional ethics education in universities is mostly superficial and not deep enough, only staying to the extent of offering ideological and political courses, without fully integrating the curriculum thinking politics into and deepening professional course education. In the professional ethics education in universities, various teaching forms can be applied to strengthen the professional ethics experience. Specifically, a deeper understanding of the impact of accounting professional ethics failure can be achieved through case teaching and other means to form a stronger warning effect. Universities play the subtle role of cultural construction, so that the accounting professional spirit of accountants is transformed into inner character, motivating accountants to have a higher pursuit of professionalism.

3. Strengthen the professionalism of accountants

Strengthening the professional quality of accounting staff will help alleviate the problem of accounting ethics failure. Professional and personal ethical values are very important for reducing ethical issues in accounting that can result in diminishing the reputation and values of accounting profession[2]. To strengthen the professional quality of accounting personnel, we can rely on various ways such as external supervision and our own supervision. The first is to enhance the professional knowledge and moral quality of accounting personnel through universities and enterprises, and to guide accounting talents to form correct theoretical cognition and value identity while improving their skills; the second is to rely on social forces for moral indoctrination, advocate excellent accounting professional ethics, criticize bad accounting professional ethical misconduct and form a good atmosphere of accounting professional ethics in the society; the third is to conduct self-supervision of accounting professional ethics through personal self-discipline and self-examination of accountants.

IV. CONCLUSION

The rapid development of the economy and society makes the demand for accounting information more obvious, which puts forward higher requirements for accounting professional ethics. Correcting accounting ethical misconduct will be conducive to realizing the unity of social and economic benefits and matching the professional development of accountants with the talent needs of society. To solve the problem of accounting professional ethical misconduct, joint efforts from many parties such as the state, enterprises, universities and individuals are needed. By analyzing the manifestations and specific causes of accounting professional ethics failure, this paper puts forward a few suggestions to cope with it, but in actual practice, it still needs to be adjusted in conjunction with specific situations in order to promote the improvement of professional ethics of accountants.

REFERENCE