

International Journal of Education and Technology

MARCH 2020 VOLUME 1 NUMBER 1

Publisher: ACADEMIC PUBLISHING HOUSE
Address: Quastisky Building, Road Town, Tortola, British Virgin Islands
UK Postal Code: VG1110

 **ACADEMIC PUBLISHING HOUSE**

CONTENTS

ANALYSIS OF THE APPLICATION OF APPRECIATION EDUCATION IN HIGHER VOCATIONAL PHYSICAL EDUCATION.....	1
RESEARCH ON THE CONSTRUCTION OF FLIPPED CLASSROOM TEACHING MODE OF COMPUTER NETWORK TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES BASED ON MOOC	3
ON THE GREAT CHANGES AND NEW OCCUPATION OF VOCATIONAL EDUCATION BROUGHT BY FOUR KINDS OF PERSONNEL IN HIGHER VOCATIONAL COLLEGES	5
RESEARCH ON HUMAN RESOURCE MANAGEMENT OF PHYSICAL EDUCATION TEACHERS IN COLLEGES AND UNIVERSITIES	7
IDEOLOGICAL AND POLITICAL RESEARCH OF COLLEGE PHYSICAL EDUCATION CURRICULUM UNDER THE ENVIRONMENT OF NEW MEDIA.....	9
RESEARCH AND PRACTICE OF MARKETING SPECIALTY CONSTRUCTION UNDER THE TARGET ORIENTATION OF "FIRST-CLASS SPECIALTY"	11
DISCUSSION ON INFORMATIZATION TEACHING OF NC LATHE PROGRAMMING AND MACHINING COURSE IN HIGHER VOCATIONAL COLLEGES.....	13
RESEARCH ON THE STRATEGY OF ICE AND SNOW SPORTS ENTERING CAMPUS UNDER THE BACKGROUND OF WINTER OLYMPIC GAMES.....	15
DISCUSSION ON THE TEACHING OF ENVIRONMENTAL TOXICOLOGY IN ENVIRONMENTAL SCIENCE.....	17
A STUDY ON THE NEW IDEAS OF HIGHER VOCATIONAL PHYSICAL EDUCATION TEACHING REFORM FROM THE PERSPECTIVE OF MULTIMEDIA.....	21
VOCATIONAL CHINESE TEACHING SHOULD STRENGTHEN THE CULTIVATION OF PROFESSIONAL ABILITY.....	23
RESEARCH ON THE HIERARCHICAL TEACHING MODE OF ENGLISH IN HIGHER VOCATIONAL COLLEGES.....	25
THE IMPROVEMENT PATH OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF INTERNET.....	27
BUSINESS ENGLISH CROSS-BORDER E-COMMERCE TALENTS TRAINING BASED ON SCHOOL-ENTERPRISE COOPERATION	30
RESEARCH ON THE CULTIVATION OF PRIMARY SCHOOL STUDENTS' COOPERATIVE CONSCIOUSNESS AND ABILITY IN SPORTS GAME TEACHING.....	35
RESEARCH ON THE IMPROVEMENT OF INNOVATION AND ENTREPRENEURSHIP ABILITY OF ART MAJORS IN COLLEGES AND UNIVERSITIES.....	39
INFORMATION TEACHING AND PRACTICE OF HIGHER VOCATIONAL ARCHITECTURE COURSES.....	41
RESEARCH ON MIXED TEACHING REFORM OF LOGISTICS OPERATIONS RESEARCH.....	43
ON THE CLASSROOM TEACHING DESIGN OF COURSE OF MANAS.....	45
AN ANALYSIS OF THE EFFECT OF COLLEGE ENGLISH EDUCATION REFORM STRATEGIES FROM THE PERSPECTIVE OF MULTI CULTURE.....	48
ANALYSIS OF THE INNOVATION MODE OF COMPUTER EDUCATION IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF "INTERNET PLUS"	50
RESEARCH ON EXPERIMENTAL TEACHING REFORM OF COMPUTER SPECIALTY IN BIG DATA ERA	52

Analysis of The Application of Appreciation Education in Higher Vocational Physical Education

Mingquan Zhang, Yujie Gao, Junbo Wang

Jiuquan Vocational and Technical College, Jiuquan, Gansu 735000, China

Abstract: In Higher Vocational Physical Education, the core goal of higher vocational physical education is to stimulate students' internal potential and help them establish learning confidence. The implementation of appreciation education in physical education teaching, the implementation of student-centered teaching mode, incentive as an important means of physical education, to improve students' self-confidence, make students better understand their ability, to improve students' comprehensive quality of physical education, and achieve the effect that traditional higher vocational education can not achieve. This paper will explore the appreciation education in senior high school vocational physical education teaching Application strategy in.

Key words: Appreciation education; Higher vocational physical education; Teaching application

1. BE GOOD AT GRASPING THE FLASH POINT OF STUDENTS

In order to better use the appreciation of physical education teaching, physical education teachers in higher vocational colleges should realize that students have immeasurable potential. They should abandon the wrong educational concept, treat students from all aspects, and appreciate their progress bit by bit. In this way, students will be full of confidence. No matter what kind of students, their ability can be stimulated, and they can learn and grow healthily and happily. For some students with poor sports foundation, the worse their scores are, the less interested they are in sports. In fact, even if the students' ability in one aspect is poor, there are still some successful places. Teachers are good at grasping the spark, and they should constantly praise the little progress made by students in all aspects, which will surely achieve unexpected results. When students have the motivation to learn, they will stimulate the potential of learning, and will have a good attitude, all things will be treated with a positive, confident attitude.

2. ENHANCE STUDENTS' SELF-CONFIDENCE

Many students in higher vocational colleges are generally not sports specialty students, they are not very good at sports. In physical education teaching, teachers should help students reshape their brilliance. At present, most students are the pride of their parents. When they were young, they were often praised and spoiled by their elders. At the same time, students' psychological quality ability is not strong, but they will feel depressed and depressed

because of some setbacks and pressures. In this regard, teachers should try to find their strengths and help them regain the joy of success. Appreciation education for students can help them regain self-confidence. For example, in physical education, one-to-one friend teaching is carried out for students. In ball games, students' flexible steps and enthusiasm for ball games are encouraged. They are good at exploring students' strengths and carrying out continuous training, to enhance their ability.

In appreciation education, teachers should pay attention to respect students' self-esteem and personality characteristics. Teachers should pay attention to students' appreciation, accept, and love each student with a positive attitude, and seize the opportunity to praise students in the progress of children. Students should not yell when they make mistakes. Instead, they should pay attention to the language art of teaching, which is to help students develop at present, we should also protect students' self-esteem. In this way, students from the teacher's attitude can be keenly aware of the teacher's love and trust in their own, and imperceptibly generate interest in sports.

3. INFILTRATING APPRECIATION EDUCATION IN TEACHING

In the process of higher vocational physical education, teachers should create a good learning atmosphere, and every student needs to be appreciated. However, teachers often can't pay attention to every student, especially the relatively introverted, which is easy to be ignored by others. For a long time, they lack due care and appreciation. Facing these students, it is not enough to rely on the teachers' independent operation to appreciate them. This requires teachers to create an atmosphere, create a group appreciation situation, and give full play to the role of "concerted efforts" of students. Only in this way can we achieve twice the result with half the effort. In many cases, we should treat the class as a big family and stimulate the students' inner potential and learning confidence through mutual encouragement, appreciation, affirmation and encouragement. In the learning process of basketball skills, you may hate basketball very much, so it is difficult to master the essentials of basketball skills and be laughed at by students. The teacher can divide the students into basketball groups, let the team members practice together, tell the students to encourage each other, and encourage them in the process of practice, for example, "you are sure, come on". In the process of

students' cooperative practice, teachers should pay more attention to students and encourage them with rewards and punishments. Students' recognition by teachers can stimulate their interest in learning. Physical education teachers can reward and punish students according to their characteristics, to stimulate students' initiative and creativity.

4. CREATING APPRECIATION EDUCATION SYNCHRONIZED WITH SCHOOL AND FAMILY

Many children are very successful in their life. But when parents and children are together, they often criticize their children more than encourage them. They even often use some exaggerated words to evaluate their children. For example, they tell you countless times that you can't change it. Do you have a pig brain? Parents like to compare their children with each other. If their children are worse than others in some places, they will think that they will scold their children in a derogatory way. However, this kind of way will make the children rebellious. It is understood that many children's learning failure is due to parents' improper communication methods. Originally, I wanted to expose the children's pain points and encourage them, but this method can not solve the real problems, and it is difficult to change the bad habits of students. On the contrary, the self-esteem and self-confidence of children are seriously damaged and the opposite effect is achieved. Parents' expectation is of great significance in children's growth, but positive expectation is the first element of successful education.

Secondary vocational teachers should create conditions for parents to participate in the process of appreciation education, so that parents can express their desire and need for success in a way that children can easily accept, and consciously seek to mobilize the enthusiasm of students. By organizing parent symposiums, setting up special columns for parents, personal exchanges and home visits, the school helps parents master the knowledge of pedagogy and psychology, make them understand the characteristics and laws of modern education, learn to respect children, appreciate their understanding, master the methods and art of educating children, and promote the formation of children's self-confidence, so that appreciation education can become the catalyst for children's success[1].

5. TEACHERS IMPROVE THEIR OWN QUALITY

In Higher Vocational Physical Education, teachers should set an example for students. First, teachers should improve their professional quality and students' recognition of teachers. Secondly, in the process of

physical education teaching, physical education teaching should be standardized to reflect the comprehensive quality of teachers. For example, when teaching students to lay up in teaching, they can show standard layup movements and let students imitate. Teachers' standardized actions encourage students' behavior and learn. Students will make standard and coherent movements as expected by teachers, which is helpful to complete the in-depth understanding of sports action essentials under the trend of interest, and help students establish learning enthusiasm [2].

6. CONCLUSION

In a word, appreciation education can discover and develop students' strengths and potentials, reshape students' healthy self-confidence, accomplish the goal of physical education teaching, and improve the quality of physical education teaching. Teachers should accurately grasp the degree of appreciation education in teaching, so that students can have positive interest in sports and make faster progress.

REFERENCE

- [1] Xie Fang. Effective application of appreciation education in Higher Vocational Physical Education [C]. Education and teaching innovation professional committee of China Education Development Strategy society. Proceedings of 2020 national education and teaching innovation and development high-end forum (Volume I). Education and teaching innovation professional committee of China Education Development Strategy Society: education and teaching innovation Professional Committee of China Education Development Strategy society, 2020:263-264.
- [2] Liu Dongjun. Application of modern information technology in Physical Education [a]. China Association of educational technology. Proceedings of 2017 annual meeting of China Educational Technology Association [C]. China Association of Educational Technology: 2017:5.
- [3] Yuan Zhen. Integration and penetration of appreciation education concept in Higher Vocational Physical Education [C]. Institute of Education Science, Chinese Academy of management sciences. Proceedings of the Symposium on teacher education capacity building in 2018. Institute of Education Sciences, Chinese Academy of Management Sciences: Institute of Educational Sciences, Chinese Academy of Management Sciences, 2018: 1747-1748.

Research on The Construction of Flipped Classroom Teaching Mode of Computer Network Technology Specialty in Higher Vocational Colleges Based on Mooc

Lu Wang

Department of Mathematics and Information Engineering, Chongqing University of Education, Chongqing 400065, China

Abstract: Under the new situation, with the rapid development of information technology, MOOC mode and "flipped classroom" teaching methods have been presented to everyone's vision, and have become the focus of attention. "Flipped classroom" can effectively reverse the implementation of knowledge dissemination and knowledge internalization, and MOOC can make up for the lack of self-learning management. Computer network technology professional courses for higher vocational students, more difficult, knowledge content, only students have the ability of autonomous learning, can learn a good specialized course. Therefore, this paper first puts forward the problems that need to be explored, and then, combined with the status quo, formulate scientific teaching mode construction measures.

Keywords: MOOC; Computer network technology; Flipped classroom teaching

1. RAISING THE QUESTION

With the continuous extension of quality education, MOOC, as a new teaching mode, has been presented to everyone's field of vision, providing the transformation power for the students majoring in computer network technology in Higher Vocational Colleges [1]. In order to better meet the needs of the development of socialist modernization, higher vocational computer network technology specialty in the construction of curriculum model, it is necessary to base on students' employment, extend to the perspective of professional ability improvement, and enhance the corresponding comprehensive quality, so as to promote the teaching reform and development of computer network technology specialty. In addition, based on MOOC, it is necessary to narrow the distance between teachers and students, guide students to carry out independent inquiry learning, and improve the divergent ability of students' thinking. According to their own actual needs, solve the actual teaching ability, improve the innovation management ability. Relevant enterprises can also use MOOC flipped classroom teaching method to help students understand the needs of enterprises and the current hot topics, realize the construction of teaching mode integrating production, learning and application, and enhance the influence of Higher Vocational Colleges [2]. Therefore, in the actual teaching process, how does

the flipped classroom work? How to construct the flipped classroom teaching mode of computer network technology specialty in Higher Vocational Colleges Based on MOOC? It has become the main problem to be explored under the current situation.

2. THE CONSTRUCTION OF FLIPPED CLASSROOM TEACHING MODE OF COMPUTER NETWORK TECHNOLOGY COURSE IN HIGHER VOCATIONAL COLLEGES BASED ON MOOC

2.1 Construct three-dimensional teaching resources

To a certain extent, with the further extension of science and technology, some naive online courses have been presented to everyone. The use of smart phones and iPads and other terminal equipment guidance, can meet the modern development path. The teaching of computer network technology specialty in higher vocational colleges also needs to comply with the development needs of the times. Based on MOOC, teaching materials are given priority to and experiments are supplemented. CAI and other courses are used to expand teaching resources, increase students' understanding of knowledge, improve their subjective initiative, and complete a two-way teaching plan based on inquiry learning [3].

2.2 Building a scientific and reasonable "MOOC flipped classroom" classroom mode

The students of computer network technology major in higher vocational colleges need to meet the needs of the course from the perspective of MOOC platform, and maintain strong effectiveness, sharing, convenience and other values. In addition, we can combine with the actual situation, based on "MOOC flipped classroom", focus on students, and increase the dissemination of knowledge and skills. Taking students' teaching as the main body, guide students to study independently, let higher vocational students actively learn knowledge and increase communication. It should be configured with win7 or above operating system, multimedia software, social network software and other related content [4]. Give full play to the role and value of MOOC platform, reasonably allocate teaching resources and knowledge, and analyze the relationship between computer network technology knowledge based on career management.

2.3 Establish a multi-level "three three three" practice teaching platform

From the perspective of practice, the students of

computer network technology major not only need to learn relevant theoretical knowledge, but also need to improve their own practical knowledge, combine theory with practice, and enhance the service and employment of the course. The establishment of "three three" practical teaching platform is to build a scientific teaching platform based on learning characteristics of higher vocational students. Mainly in the process of teaching, based on micro class video, vocational competition in higher vocational colleges is taken as a carrier to increase the strength of school enterprise cooperation. Only on this basis, improve the practical ability of Higher Vocational Students' basic courses, comprehensive quality ability, professional ability, can we adapt to the development needs of the times. After that, combined with the actual situation, the construction of campus training platform, extracurricular practice platform, practice base outside the school, so that for a long time, can reasonably guide students to establish correct values, complete the docking of basic knowledge and practical knowledge.

2.4 Build an efficient virtual learning community

From the perspective of MOOC platform, computer network technology major in higher vocational colleges should increase the ability of group cooperation, use interactive network resources and narrow the distance between teachers and students. Online and offline assessment, for students' interests, the establishment of virtual learning community. Encourage students to find problems on their own initiative, and formulate scientific solutions to the problems. Transfer resources, complete real-time sharing. For example, the design of teaching objectives needs to be combined with standardized computer network architecture to implement independent development and construction. The teaching goal of the course is to guide vocational students to complete the construction of circuit switching and other contents based on understanding the composition of Internet and network architecture, and to analyze network performance delay and another related knowledge. Further improve students' language expression ability, hands-on practical ability [5]. Then, based on MOOC platform, we need to use learning community, increase communication, and measure network performance. In the content design, we need to combine the key points of the course to analyze the C / s, P2P, Wan, man, LAN, speed, and other difficult issues. Guide students to strengthen the application and management ability of knowledge. Analyze and set up the network / Internet, explore difficult problems with the situation of the group, increase infrastructure construction, and meet the path of modernization development. MOOC's flipped classroom learning mode needs to establish internal and external links when evaluating. It can not only enhance the cohesion of the team, but also guide students to learn

computer network knowledge to meet the development needs of Higher Vocational Students' autonomous learning ability, innovation ability and problem inquiry ability.

2.5 Carry out diversified teaching assessment and evaluation system

From the perspective of modernization, higher vocational computer network technology needs to meet the actual development needs based on "MOOC flipped classroom" mode, and extend towards the implementation of diversified evaluation methods. In the situation of assessment, it is not only based on performance evaluation, but also needs to analyze the evaluation results from an objective perspective, focusing on the main performance in the learning process. To enhance students' autonomous learning ability, improve the ability of teamwork, and complete the interactive assessment and evaluation system.

3. CONCLUSION

With the progress of society, based on the application of MOOC flipped classroom learning mode, higher vocational teachers need to change the traditional teaching methods, improve students' subjective initiative, stimulate students' interest in learning computer network technology, create three-dimensional teaching resources, and meet the virtual learning path on the multi-level "three three three" practice platform. Moreover, it can complement each other's advantages to achieve the main purpose of optimizing teaching.

ACKNOWLEDGEMENTS

Chongqing Higher Education Teaching Reform Research Project: Computer Network Course Reform and Research based on MOOC and Flipped Classroom in the Context of Internet + (Project No.: 203487).

REFERENCE

- [1] Li Aihua, Zhang Huixian, Chu Lina. Construction of flipped classroom teaching mode based on MOOC [J]. Modern educational equipment in China. 2020 (03).
- [2] Zheng. Principles and strategies for the construction of Hybrid Teaching Mode in Application-oriented Colleges Based on MOOC [J]. Li education and occupation. 2018 (12).
- [3] Shi Yu. Construction and practice of hybrid teaching mode based on the integration of MOOC and traditional teaching [J]. Youth and society. 2019 (09).
- [4] Ji Sun Li Nan, Li Shan, Wang Fengling. Analysis of Yu MOOC's mixed teaching mode construction [J]. Journal of Heihe University. 2018 (08).
- [5] Qian Yuzhuo. Construction and implementation of hybrid teaching mode combining traditional classroom and MOOC [J]. Communication research. 2019 (08).

On the Great Changes and New Occupation of Vocational Education Brought by Four Kinds of Personnel in Higher Vocational Colleges

ZeqingYe, Qiuyu Wang

Guangxi Vocational and technical college, Nanning, Guangxi 530226, China

Abstract: In recent years, China's social and economic development is very rapid, the social demand for practical talents has increased significantly, vocational education has received higher attention. Under the new situation, in order to realize its further development, higher vocational colleges actively influence the call of the state, expand the recruitment of four types of personnel, and effectively solve the problem of lack of students. However, it is worth noting that the expansion of higher vocational education has brought about great changes and new occupation of vocational education, which puts forward new requirements for the development of higher vocational colleges. This paper makes an in-depth analysis of the great changes and new occupation brought about by the four categories of personnel in higher vocational colleges, to bring some help to vocational education in higher vocational colleges.

Keywords: Higher vocational colleges; Vocational education; Enrollment expansion; Great changes; New occupation

1. INTRODUCTION

At present, China's Higher Vocational Colleges actively expand the recruitment of four types of personnel in the actual work, to a certain extent, enrich their own source of students, provide many practical talents for the society, and promote the further development of social economy. But at present, some higher vocational colleges in our country do not fully realize the influence of expanding the four categories of personnel on vocational education, and can not actively change their own ideas in practical work, which is not conducive to the improvement of vocational education work level. In this case, it is necessary to study the great changes and new occupation of vocational education brought by the expansion of four types of personnel in higher vocational colleges.

2. FOUR TYPES OF TALENTS

2.1 The source of students has changed from single to multiple

Under the new situation, higher vocational colleges are facing severe adjustment in the process of development, which reduces the level of vocational education to a certain extent, and is difficult to meet the social demand for practical talents, which is not conducive to the further development of social economy. The shortage of students is a big problem in the development of higher vocational colleges. In order to solve this problem, higher vocational colleges actively expand the enrollment of four types of

personnel, and the source of students in higher vocational colleges has changed greatly. In the past work, higher vocational colleges mostly complete the enrollment through the college entrance examination. The enrollment work has been greatly limited, and the enrollment situation is often not ideal, which has caused some negative effects on the development of vocational education. The expansion of enrollment of four types of personnel can realize the transformation of fertility from single to multiple, break through the restrictions of traditional enrollment on enrollment, provide abundant students for higher vocational colleges, ensure the high quality of vocational education, and promote the further development of Higher Vocational Colleges and meet the needs of social and economic development for practical talents.

2.2 Teaching from rigidity to flexibility

In the past work, most of the students in higher vocational colleges are high school graduates. In this case, there is no obvious difference in students' learning basis and age. Teachers can determine the teaching scheme according to the learning ability of most students and the actual situation. However, it is worth noting that under the new situation, in order to realize its further development, higher vocational colleges actively expand the enrollment of four categories of personnel, resulting in great changes in the source of students, which has caused some negative impact on the development of teaching work. The expansion of the four categories of personnel in higher vocational colleges has brought some impact on vocational education, and teachers in higher vocational colleges are facing new problems in their work. Students' learning ability, learning habits, personality and other factors will have some impact on the teaching work. Therefore, in the actual work, teachers must fully consider the actual situation of students, adopt different teaching methods for different levels of students, teaching work from rigid to flexible, which puts forward new problems for teachers in higher vocational colleges [1].

2.3 From closed system to open system

Under the new situation, China's social demand for practical talents has increased significantly. In order to promote the further development of social economy, the state calls on Higher Vocational Colleges to recruit four types of personnel. In this case, the role orientation of vocational education has changed. Higher vocational colleges play an increasingly important role in social development and the great rejuvenation of the Chinese

nation. In practical work, higher vocational colleges should pay attention to the transformation of the school system, make clear the great changes brought about by the expansion of four types of personnel, break through the restrictions of closed teaching on the development of students, and achieve the goal of establishing an open school system.

3. THE NEW OCCUPATION OF VOCATIONAL EDUCATION BROUGHT BY THE EXPANSION OF HIGHER VOCATIONAL EDUCATION

3.1 Vocational education becomes an effective measure to serve national economic regulation and control

The expansion of four types of personnel in higher vocational colleges can change the orientation of vocational education to a certain extent, emphasizing that vocational education should be able to serve the national economic regulation and control, to promote the long-term and stable development of social economy. In the past, the focus of vocational education is on the macro-control of vocational education, which makes it difficult to meet the requirements of vocational education. In response to the call of the national higher vocational colleges to expand enrollment by one million, vocational colleges actively expand enrollment. In this case, vocational education has laid a good foundation for the country to formulate macro policies. In the new situation, the implementation of employment policy is a big problem in the development process of higher vocational colleges. Higher vocational colleges should pay enough attention to students' future employment and development in practical work, improve the level of vocational education, and provide reliable support for national economic regulation.

3.2 Vocational education becomes an important resource to stabilize social development

Expanding the enrollment of four types of personnel in higher vocational colleges can effectively solve the problem of lack of students, and then promote the further development of higher vocational colleges. However, the enrollment expansion of the four categories of personnel has also changed the role orientation of vocational education to a certain extent. Vocational education is not only the traditional delimitation education, but also gradually becomes cross-border education, providing reliable educational resources for the stable development of social economy. Under the new situation, the government attaches great importance to the contradiction between supply and demand in the labor market, advocates strengthening vocational education, providing vocational skills for personnel, and achieving high-quality employment for different groups. In this case, the expansion of higher vocational colleges is in line with the requirements of social governance. Expanding the recruitment of four categories of personnel can effectively reduce the difficulty of social governance to a certain extent, help the country better deal with the problems in the process of deepening reform, provide a relatively stable environment for the sustainable and healthy development of social economy, and then meet the interests of all aspects of demand [2].

3.3 Vocational education becomes the foundation of national human resource quality improvement

To a certain extent, vocational colleges can improve the level of vocational education, improve the quality of national human resources, and provide continuous high-quality talents for the development of social economy. The expansion of higher vocational colleges can alleviate the pressure of social employment to a certain extent, strengthen the training of personnel, help personnel master more practical skills, and then improve the competitive advantage of talents in the market. The expansion of higher vocational college enrollment means that the number of practical talents delivered by higher vocational colleges to the society is greatly increased, which can promote the demand for practical talents in various sectors of society, and further promote the further development of social economy. Compared with the external material capital, human capital plays a more ideal role in economic development. Therefore, China has invested a lot of funds in vocational education, in order to promote the level of vocational education, and then achieve the purpose of improving the quality of human resources [3].

4. CONCLUSION

To sum up, the expansion of four types of personnel in higher vocational colleges can provide stable and reliable source of students for the development of Higher Vocational Colleges and meet the needs of the society for practical personnel, but it also brings some negative effects on vocational education and puts forward new requirements for higher vocational colleges. In view of this situation, higher vocational colleges should clearly expand the impact of four types of personnel on vocational education, and constantly improve their own work, in order to improve the level of vocational education, provide many talents for the society, and realize their further development.

ACKNOWLEDGEMENTS

Education Department of Guangxi Zhuang Autonomous Region "on the great changes and new occupation of vocational education brought by the expansion of Higher Vocational Education". Project No.: Guijiao scientific research [2020] No.1 2020ky29006.

REFERENCE

- [1] Liu Ming. On the strategic significance and realization path of million enrollment expansion in Higher Vocational Colleges [J]. *Modern business industry*, 2020,41 (32): 80-81.
- [2] Lu Jirui, Qian Lijun. Research on the change characteristics and guidance of Higher Vocational Students' employment value orientation [J]. *Modern business industry*, 2020,41 (32): 82-83.
- [3] Liu Fangmei. Analysis of the current situation of College Students' innovation and Entrepreneurship Education -- taking higher vocational colleges in Guizhou Province as an example [J]. *Modern business industry*, 2020,41 (31): 99-100.

Research on Human Resource Management of Physical Education Teachers in Colleges and Universities

Fang Huang¹, Tao Song^{2*}

¹The personnel department, Sichuan University of Science & Engineering, Zigong 643000, Sichuan, China

²School of Physical Education, Sichuan University of Science & Engineering, Zigong 643000, Sichuan, China

*Corresponding Author.

Abstract: At this stage, improving students' physical quality has become the focus of teaching reform. College physical education teachers play an important role in it. Based on this, it is particularly necessary to carry out research on human resource management for college physical education teachers. This paper mainly uses the method of literature to analyze the current situation of human resource management of physical education teachers. The results show that the personnel selection system and employment mechanism are not perfect and need to be further strengthened. In view of the shortcomings, the paper puts forward some reasonable suggestions, to provide suggestions for the human resource management of physical education teachers.

Keywords: Human resource management; Physical education teachers; Optimization strategy

1. INTRODUCTION

In recent years, under the background of the reform of teachers' salary system, the performance appraisal system has changed. The establishment of the system can be divided into the work of human resource management. The main purpose of the reform is to make the best use of people and fully stimulate the enthusiasm and autonomy of teachers [1, 2]. We should mobilize the internal potential, encourage teachers to complete the education service work better, and provide guarantee for further improving the human resource management system of teachers.

2. RESEARCH OBJECTIVE

Since the 21st century, the role of human resource management has become increasingly prominent, and it has attracted more and more attention from the society. As the most valuable resource, it is an important topic to maximize its resource advantages. How to reasonably allocate and use human resources, how to take effective incentive measures to promote the potential of employees and carry out scientific and reasonable systematic training are all problems that need to be further improved and implemented. In view of the current situation of teaching, the responsibility of physical education teachers in Colleges and universities is unprecedented. They are the guardians of guiding students to do physical exercise, and the forerunner of cultivating students' Sports hobbies. They play an important role in the healthy growth of

students. Based on this, it is particularly important to analyze the current situation of human resources management of physical education teachers, which is conducive to find out problems and put forward reasonable suggestions in order to improve the current situation of human resource management of physical education teachers in Colleges and universities, and help them realize their professional value.

3. ANALYSIS ON THE CURRENT SITUATION OF HUMAN RESOURCE MANAGEMENT OF PHYSICAL EDUCATION TEACHERS IN COLLEGES AND UNIVERSITIES

From the relevant survey results, at this stage, the biggest drawback of human resources management in Colleges and universities in China is that it is unable to achieve the survival of the fittest. This can be seen from the differences between school management and enterprises. The biggest difference is reflected in the evaluation of the results. This is mainly because the enterprises pursue performance and speak based on performance. The evaluation criteria are relatively objective and strict. If enterprises want to maximize their interests, "survival of the fittest" is the most important means and relatively easy. Compared with enterprises, college PE teachers focus on the improvement of students' physique and whether they are interested in physical education. Usually these factors are difficult to judge, and they are easy to be interfered by many situations, and it is relatively difficult to quantify. Based on this premise, the evaluation of College PE teachers will be very difficult, even threshold. If the situation is low, then the corresponding human resources management can not really achieve the survival of the fittest. In addition, there is no competition between colleges and universities, teachers have no performance pressure, the evaluation of teachers can not be constant with "quantity", lack of unified standards, and the effectiveness of work needs long-term feedback. Under the influence of many factors, it will lead to the lack of democratic supervision mechanism and sharp problems such as eating from a big pot and so on.

4. THE OPTIMIZATION STRATEGY OF HUMAN RESOURCE MANAGEMENT

4.1 Emphasizing the human resource management concept of "people oriented"

In the new historical period, both enterprises and colleges

and universities should always bear in mind the concept of "people-oriented" when using the relevant knowledge of human resources management. This concept should be run through the human resources management work and pay attention to the stimulation of employees' potential. In the actual work, the sports departments of colleges and universities need to combine the current situation, highlight the development advantages of the school, integrate the resources of the school, give full play to the greatest advantage of the existing teaching resources, innovate the traditional personnel management mode and concept, integrate the modern human resource management strategy into the human resource management, optimize the existing management system, and improve the existing management system. To highlight the central position of teachers, from the perspective of teachers, all management means should focus on the actual needs of teachers, pay attention to the realization of teachers' own value and career planning, so as to provide guarantee for teachers' free and all-round development. In the daily management of schools, it is necessary to take relevant measures according to the needs of teachers to create a good teaching environment. In addition, we should pay attention to the realization of teachers' individual value, encourage teachers to play their initiative and creativity in teaching, and embody the concept of "respecting talents". Let physical education teachers in the embodiment of personal value at the same time, can also feel full respect, to achieve material and spiritual double satisfaction. Only in this way can we truly attract talents, retain talents for a long time, and deeply tap the potential of talents.

4.2 Building high quality PE Teachers

In addition to the above measures, to create a high-quality physical education teacher is also an important guarantee, in order to improve the social satisfaction and recognition of college physical education, and establish a good image of colleges and universities. The greatest advantage of human resources is to recognize the importance of human capital management from the ideological point of view, emphasize the advanced nature of "people-oriented", and completely change the backward situation of post employment education. At the same time, it is also necessary to increase capital investment, strengthen the ideological awareness of on-the-job staff, promote the improvement of their teaching ability, ensure the ideal teaching results, realize the standardized management, ensure the hardware conditions such as funds and places, etc.; the software conditions such as environment and atmosphere can meet certain construction standards to complete the matching of physical education teaching. Pay attention to the management of human resources and improve the overall teaching level of physical education

teachers.

4.3 Perfect the optimization mechanism of market allocation to guarantee the flow of human resources in Colleges and Universities

From the current situation, it is very necessary to effectively control the flow of human resources in Colleges and universities. It is necessary to ensure the rationality of the flow and to ensure the sufficiency of teachers. However, in the actual work, there are still weak links in the introduction of sports talents. In the process of promoting the work, there will be various problems, especially in the remote areas in the West. There are great difficulties in the introduction of talents, such as unconditional renewal, difficult personnel placement and so on, which will cause the unreasonable flow of human resources. In the face of such a situation, in order to improve human resource management, it is necessary to reasonably use the relevant theories of human resource management and pay attention to the cultivation of talents in combination with the current situation, to provide more opportunities for teachers to improve their ability and improve the rationality of talent flow. Through the summary of relevant experience, we can draw a conclusion that the rational flow of human resources needs to take micro control as the main means, that is, we often say the optimal allocation of the market. And on this basis, with the use of administrative optimization measures, macro-control as an auxiliary means to improve the flow mode of operation, to ensure the reasonable reserve of sports talents in Colleges and universities.

5. CONCLUSION

To sum up, from the current situation of human resource management of college physical education teachers, there are still some areas that need to be strengthened, in order to further ensure the teaching results and enhance the rationality of human resource flow in Colleges and universities. It is very necessary to take scientific and effective human resource management measures, which can complete the formation of high-quality teacher team, reserve sufficient teachers for the development of the school, to push college physical education to a new height.

REFERENCE

- [1] Research on comprehensive evaluation of teaching ability of PE teachers [J]. Zhao Zongyue. Journal of Nanjing Institute of Physical Education (SOCIAL SCIENCE EDITION). 2004 (01).
- [2] Reflection on the performance appraisal of physical education teachers in Colleges and universities [J]. Hong Hui. Journal of Guangzhou Institute of physical education. 2009 (03).

Ideological and Political Research of College Physical Education Curriculum Under the Environment of New Media

Li Huang¹, Tao Song^{2*}

¹School of Marxism, Sichuan University of Science & Engineering, Zigong 643000, Sichuan, China

²School of Physical Education, Sichuan University of Science & Engineering, Zigong 643000, Sichuan, China

*Corresponding Author.

Abstract: At present, the teaching of college students bears the responsibility of cultivating high-level talents, It is one of the important ways to train entrepreneurial talents and innovative talents to convey elite talents from all walks of life in our society, This paper will briefly discuss the necessity of innovation in college ideological and political classrooms and the specific ways of ideological and political education in colleges and universities under the new media environment, hoping to help the development of ideological and political teaching in colleges and universities under the new media environment in China in the future.

Keywords: New media; High school education; Thought politics course

1. INTRODUCTION

The ideological and political curriculum in colleges and universities is of great significance to the overall teaching effect of the school and the improvement of the students' comprehensive ability, however, the traditional ideological and political curriculum teaching form can not meet the needs of the new media era, the school must change some teaching methods, actively carry out the relevant curriculum teaching and all aspects of resource teaching form innovation, in order to improve the efficiency and teaching quality of the ideological and political courses in colleges and universities [1-2].

2. THE NECESSITY OF IDEOLOGICAL AND POLITICAL CLASSROOM INNOVATION IN COLLEGES AND UNIVERSITIES

As the main group of social and economic development in our country in the future, the ideological and political level of college students will directly affect the development height and development level of all aspects of our country in the future, if the ideological and political height or level of college students is not enough, then even if you have a wealth of professional knowledge can not give full play to the role of relevant knowledge, but may be because of problems in politics and politics to apply the relevant knowledge to bad places, thus hindering the healthy development of our society and the future economic level. Therefore, strengthening the teaching level of college students' thinking and politics is an important way for all aspects of our country to develop healthily in the future, only by making our country's future college students have a high level of thinking and

politics can we continue to provide the strength of progress for the healthy development of society and economy in the future.

3. IN THE NEW MEDIA ENVIRONMENT, THE SPECIFIC WAY OF THINKING AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Improve network supervision to create intelligent classrooms

It is not uncommon for students to use unhealthy networks to browse in schools, and such websites often cause distortions in students' hearts and have a very bad effect on their thinking. Schools can organize "green web groups" that restrict and monitor students' inability to browse unhealthy websites at school, including computer students, teachers, and appropriate network technicians. Through a variety of technical means to separate the campus network and some bad web pages, and in the campus network to students to recommend more useful pages for ideological and political education for students to browse, only in this way can fundamentally solve the students' thoughts can not be affected by public opinion and other bad information, improve the comprehensive quality level of students in schools.^[1]

Traditional teaching methods will make most students more tired of learning ideas, to use the trend of new media development, and then combine the traditional teaching model, and in ideological and political lessons appropriately include the content of social positive energy, so that students through the new media presentation and teachers to fully realize that social positive energy is the most needed to learn the content of students. In the classroom to train students to establish correct values, through the above ways to enhance the ideological and moral concepts of students.

3.2 The school attaches great importance to adhering to the party's principles

The addition of ideological and political content to college physical education courses will shoulder the important mission of cultivating reliable successors and qualified builders for the great cause of socialism with Chinese characteristics. Party committees and other relevant departments must attach great importance to the guidance of the ideological education of teachers in ideological and political courses in colleges and universities, and keep the ideological work of teachers in ideological and political courses firmly in their hands.

We attach great importance to the ideological guidance and education of teachers in ideological and political courses, we must carry out reform and construction in the system, establish a sound ideological and political education curriculum and enhance teachers' ability, strengthen the communication and development deployment system of the Party Central Committee and the important decision-making in the future of schools, the future development conditions of ideological and political teachers, as well as policy guarantee, communication system and ideological and political teachers going out to study and training system. Strengthen the campus network and media platform operation supervision, accurately grasp the ideological characteristics of post-90s and post-80s ideological and political teachers. Make full use of the campus network and related media to actively guide ideological and political teachers to teach and educate people, bright sword voice and healthy growth in the future. Let the new campus media become an important carrier and platform for our Party to bring together the wisdom of ideological and political teachers, play the role of ideological and political teachers and unite the strength of ideological and political teachers.^[2]

3.3 Optimize teaching methods to change the role of education

Comprehensive guidance development and classroom teaching are the basic guarantee to improve the importance of ideological and political education in colleges and universities. The transformation of teachers' role and the improvement of the effect of ideological and political education need to rely on the permission and support at the management level of colleges and universities, to improve the time-ability and effectiveness of ideological and political education and promote the innovative forms of education of teachers' teams. The assessment of ideological and political teachers in colleges and universities should not only be limited to teaching performance and the results of the thesis, but also need to strengthen teachers' efforts in the teaching of new media, and urge and encourage relevant teachers to spread the correct values, outlook on life and world view on new media, and make full use of the advantages of new media. Colleges and universities need to carry out a series of lectures on ideological and political education content in a purposeful, planned, and rhythmic manner, enrich the way of teaching ideological and political education, so that students can accept the correct value theory and life theory, and enhance students' enthusiasm for ideological and political learning. Colleges and universities need to take the initiative to unite the new media, jointly publicize ideological and political education and actively cooperate with relevant departments, and resolutely crack down on and resist some statements that distort the facts and vilify the image of our Party and our country, and purify the environment of social thought and politics education in our country under the background of new media. In the new media era, the exchange and dissemination of

information is equal, efficient and shared, colleges and universities "ideological teaching" is inefficient way, although the relevant teachers in the teaching methods and content have been innovative, and achieved some results, but this can not completely change the current general situation of the inquality of ideological and political education in colleges and universities, so the ideological and political education from "ideological teaching" to "interactive learning" form of transformation is an inevitable trend in the future, Specifically, the following points include: First of all, the relevant teachers need to change the traditional classroom to teach the relevant forms of thought, allow students in the classroom to seriously consider and ask questions, change the traditional classroom dead teaching model, the role of teachers in it is not only "missionary work", the most important is "demystification", to be a qualified guide. Secondly, teachers need to optimize the content of thinking and politics class, use new media to broadcast literary novels, film videos and musicals and other rich teaching content, and actively guide students to discuss and exchange. Finally, we should use logic to educate students, not to use the tone of command to command students, and really improve the time-thy-effect of ideological and political. As an important group of new culture, new education and new ideas, college students learn about different cultures and countries around the world through the internet, audio, and video, and expand their horizons and knowledge.

4.CONCLUSION

To sum up, in order to improve the effectiveness, time-trial and effectiveness of school thought and politics curriculum in the new period, it is necessary to explore the innovative way of college thought and politics curriculum in the context of the new media era, so that students have a good ability to distinguish right from wrong, know that justice may be late, but will never be absent. Pay attention to the propaganda of thought and politics education, and really improve the time-ability of thinking and politics education from the root causes, to achieve the basic goal of maintaining the mainstream consciousness position form.

ACKNOWLEDGEMENTS

This paper is the research result of the 2020 educational reform project of Sichuan University of Science & Engineering: Application of new media mobile learning platform in ideological and political course teaching in colleges and universities (project No.: JG-2032).

REFERENCE

- [1] Construction of evaluation system of college physical education curriculum [J]. Xu Yan, Guo Dingwen, Tang Shaomin, Pu BiWen, Liao Wenhui. Sports journal. 2010 (12).
- [2] Analysis and Research on the current situation of curriculum design of physical education major in Colleges and universities [J]. Pei Yue. Sports teachers and friends. 2017 (04).

Research and Practice of Marketing Specialty Construction Under the Target Orientation Of "First-Class Specialty"

Jia Liu

School of Management, Sichuan University of Science & Engineering, Zigong, Sichuan 643000, China

Abstract: With the rapid development of China's economy, the demand of marketing professionals in enterprises and markets tends to be more vigorous. Under the background of "first-class specialty" being promoted by our country, colleges and universities should focus on the weak points existing in the construction of marketing specialty, establish the development goal and direction of marketing specialty according to local conditions, take effective measures to promote the connotative construction of marketing specialty, and strive to improve the specification and quality of personnel training.

Keywords: First class specialty; Goal orientation; Marketing; Specialty construction; Research

1. INTRODUCTION

To promote the construction of "first-class specialty" is an important measure to implement the spirit of the National Education Conference and the national undergraduate education work conference in the new era, and to improve the ability of undergraduate personnel training [1]. The construction of marketing specialty should be guided by the construction of first-class specialty, further clarify the goal of specialty construction, conscientiously refine the specialty characteristics, formulate the construction plan based on the actual situation, and continuously promote the construction of marketing specialty in Colleges and universities with the construction of curriculum, teaching materials and teachers as the starting point.

2. ANALYSIS ON THE CONSTRUCTION OF MARKETING SPECIALTY UNDER THE GOAL OF "FIRST CLASS SPECIALTY"

Thinking is the guide of action. Under the goal orientation of "first-class specialty", the construction of marketing specialty must first clarify the idea of specialty construction. Only in this way can we really advance the construction step steadily and orderly. Specifically, we should clarify the following construction ideas:

2.1 Take the cultivation of high-quality applied talents as the main line

Compared with other majors in Colleges and universities, marketing major should pay more attention to the cultivation of students' practical skills. Therefore, the construction of Marketing Specialty under the guidance of first-class specialty should focus on the cultivation of high-quality application-oriented talents, actively contrast with the long-term needs of the marketing industry, and put professional quality education and

comprehensive application ability training through the four-year education and teaching of students. In the process, we should fully integrate and infiltrate the theoretical teaching, practical teaching and comprehensive quality training, so as to achieve the training goal of students' professional proficiency and excellent quality.

2.2 Pay attention to knowledge transfer, innovation consciousness and innovation ability cultivation

Under the background of the new era, the construction of marketing specialty in Colleges and universities should focus on the transformation from simple knowledge teaching to the cultivation of students' knowledge acquisition, innovation spirit and innovation ability [2]. In the background of the traditional entity marketing mode that has been difficult to adapt to the requirements of "Internet plus marketing", universities should focus on integrating knowledge of innovation and entrepreneurship into marketing modules, popularize and enhance students' awareness and ability of innovation and entrepreneurship, and become better practitioners.

2.3 Strengthen the integration of existing teaching resources, teaching means and teaching content

Under the guidance of the first-class specialty, students are required not only to master solid marketing knowledge and skills, but also to have strong innovation and entrepreneurship ability. Therefore, in the process of marketing major construction, we should focus on innovation and entrepreneurship as the guide, and strengthen the integration of existing teaching resources, teaching content and teaching means in the process of construction and development of marketing specialty. To truly cultivate high-quality talents facing the market and the future.

3. RESEARCH AND PRACTICE ANALYSIS OF MARKETING SPECIALTY CONSTRUCTION UNDER THE GOAL OF "FIRST CLASS SPECIALTY"

The research and practice of marketing specialty construction under the goal of "first-class specialty" should take the construction of first-class specialty as the goal, strengthen the top-level design and practical exploration, and focus on the following aspects:

3.1 Focus on deepening talent training mode

Under the guidance of first-class specialty construction, colleges and universities should strive to optimize the existing talent training mode and scheme of marketing with innovation as the driving force, formulate the talent training scheme in line with the market expectations, and

build a new talent training mode of marketing specialty with market and professional needs as the core, ability training as the main line and practical system as the focus. We should comprehensively implement the curriculum module reform, integrate innovation and entrepreneurship education into the whole process of education and teaching, reform the original talent training evaluation system, actively carry out in-depth cooperation with industry associations and employing enterprises, actively introduce industry standards and requirements, cultivate marketing application-oriented talents, enhance the compatibility between talent training specifications and local economic development, and improve students' quality Practical application ability and comprehensive quality.

3.2 Strengthen the construction of teaching staff

A well structured and high-quality teaching staff is an important driving force to accelerate the connotative development of marketing specialty [3]. Colleges and universities should put the construction of teaching staff of marketing major in a prominent position, speed up the construction of teaching staff, and vigorously promote the construction of double qualified teams; actively absorb and participate in the professional construction from leading enterprises in the industry, employ them as part-time professors, and directly participate in the work of students' practical skills guidance, practice guidance and graduation design, etc.; and actively encourage school teachers to enter the relevant departments The number and skill level of double qualified teachers in marketing specialty should be effectively improved, and the application level and practical skills of teachers should be greatly improved.

3.3 Focus on curriculum system reform

We should focus on the ability training as the core, according to the characteristics of the marketing industry, build a modular curriculum system based on the cultivation of application-oriented talents, speed up the development of curriculum standards, construct the curriculum system and curriculum content that meet the needs of the industry front-line work and cultivate students' comprehensive professional ability. In this regard, teachers are required to actively investigate and study with the front-line industry To carry out close cooperation, timely adjust the teaching content and curriculum standards; to speed up the construction and investment of excellent marketing courses in a planned and targeted way, gradually standardize the evaluation standards of quality courses, and launch a number of influential quality courses, so as to promote the construction and reform of other professional courses and improve the overall teaching level of marketing major, Efforts to play a role of demonstration and radiation in local similar colleges and similar majors.

3.4 Focus on highlighting practical teaching reform

Practice teaching reform is of great guiding significance to improve students' practical skills and promote the construction of marketing major. The school should focus on strengthening the reform of practical teaching of marketing major, adhere to the ability training as the core, and build a practical teaching system which is complementary to theoretical teaching. It is necessary to strengthen the practice link, establish and improve the evaluation system of students' practical teaching, actively establish and improve the comprehensive training platform construction of marketing specialty according to the requirements of simulation and actual combat; actively promote the construction of off campus training base according to the requirements of "work study combination, school enterprise cooperation", explore the school enterprise cooperation mode with order training as the main body, and actively carry out project-based practice The curriculum system reform of the working process can promote the quality and efficiency of practical teaching, and help the connotative development of marketing specialty.

4. CONCLUSION

In short, under the goal of "first-class specialty", the construction of marketing specialty should start from strengthening the top-level design of specialty construction, fully reflecting the idea of improving the overall quality of students and taking the cultivation of comprehensive professional ability as the standard. Combined with the actual situation of the school, efforts should be made to deepen the talent training mode, accelerate the construction of teaching staff, improve the reform of practical courses and curriculum system as well as innovation and entrepreneurship education system construction and other aspects to accelerate the school marketing major towards the first-class professional construction goal unremitting efforts.

ACKNOWLEDGEMENTS

This paper is the research result of the 2020 educational reform project of Sichuan University of Science & Engineering: Research and Practice of marketing Specialty Construction under the target orientation of "First-class specialty". (project No.: JG-2037).

REFERENCE

- [1] Wei Jin. On the innovation of the construction of campus training base for marketing major -- tea culture as an example [J]. Fujian tea, 2020,42 (08): 202-203.
- [2] Shen Qun. Practice and Reflection on the construction of marketing specialty in Higher Vocational Colleges [J]. Modern vocational education, 2020 (30): 214-215.
- [3] Zhao Peng. Research on the implementation path of marketing specialty construction led by skills competition [J]. Journal of Shandong Agricultural Engineering University, 2020,37 (04): 60-62.

Discussion on Informatization Teaching of Nc Lathe Programming and Machining Course in Higher Vocational Colleges

Shengde Chang

Department of Mechanical & electrical Engineering, Shandong Vocational College of Industry, Zibo, Shandong 256414, China

Abstract: In recent years, with the promotion of information technology, CNC technology has made great progress, and at the same time, it also makes the relevant CNC technology application specialty enter a new environment. In the course teaching of this major, NC lathe programming and processing plays a crucial role, which can be said to be the core course of the major. Moreover, the major has strong practicality and requires high teaching quality. However, according to the survey, there are some shortcomings in the teaching of NC lathe programming and machining course in some higher vocational colleges, and even the traditional teaching mode is still applied. Under the background of information age, we should pay attention to the application of information technology in teaching work, such as constructing corresponding teaching platform and information-based classroom, to optimize teaching work. In this paper, the author focuses on the information teaching of NC lathe programming and processing course in higher vocational colleges.

Keywords: Higher vocational education; Curriculum; Information teaching

1. OVERALL DESIGN AND PLANNING OF NC LATHE PROGRAMMING AND MACHINING COURSE INFORMATIZATION

In the course of NC lathe programming and machining, if we want to realize the informatization teaching mode, the most important task is to reorganize and plan the course content, change the original knowledge system, add new knowledge on the basis of the original, and then the overall design of the course will be fragmented, but it must be systematic to ensure that the knowledge system is logical and ensure that the Teaching can match with teaching resources. In addition, the carrier of the course teaching system should also be focused on [1, 2]. All operation skill training and knowledge points of CNC lathe should be substituted into the whole process of carrier task processing, so that students can be proficient in operation skills while learning knowledge points, form coherence, broaden students' thinking and strengthen their independent thinking ability, to cultivate good quality Study habits.

1.1 Overall design steps of curriculum informatization

In the course of NC lathe programming and processing, if we want to carry out the overall design of informatization, we must follow the steps in turn, that is,

according to the carrier selection, analysis and transformation, determine the content, refine the task, develop resources, network application, situation feedback, rectification integrity, revision resources, put into use, listen to opinions and revise again. This process is a complete set of programs Teachers must take it as a reference standard to complete the overall design and planning of teaching resources.

1.2 Design of course information teaching content

First, higher vocational schools will basically unite with enterprises in the society to form school enterprise cooperation, and the teaching carrier is just one part of it. It mainly analyzes the "flange cable output shaft parts", which is the basic knowledge and skill training content in the course, including the processing of important parts on CNC lathe, namely outer cylinder, step cylinder and external thread, cylindrical groove, inner hole and internal thread, which are all within the scope of processing, and also need to be carried out according to the standards of enterprise parts processing. According to the knowledge points, the knowledge and skill points are reconstructed and refined, and then the whole process of parts processing is recorded to provide reference materials for students. Secondly, according to the current situation, most colleges have independently developed micro video of knowledge puzzlement simulation and instruction trend animation according to the actual situation of equipment, which are micro digital resources, which can intuitively solve the difficulties of students, transform tacit knowledge into explicit knowledge and improve learning efficiency. The skill training operation mainly combines the micro video of skill operation points, the micro guide book of operation steps and the micro test questions after class, so that students can complete the parts processing task independently after learning these knowledges. In addition, in order to strengthen the students' skills, seven different types of parts are designed and developed, and each part is equipped with different processing operation steps, the whole process simulation animation and the actual operation steps information teaching resources.

2. DEVELOPMENT OF INFORMATION TEACHING RESOURCES FOR NC LATHE PROGRAMMING AND MACHINING COURSE

2.1 Resource development principles

In the process of developing information-based teaching resources, the principle is one subject and two effects. To

be specific, it is to take students as the main body in the teaching process, so that they can cultivate autonomous learning ability according to the corresponding teaching resources, combine curriculum knowledge with skill learning, to achieve the effect of substantive guidance.

2.2 Selection of development tools

In the resource development of NC lathe programming and processing course, a variety of development tools can be applied, such as Adobe Photoshop 7.0 image processing, Adobe Flash player animation production and other corresponding software; at the same time, we can also choose the national excellent resource sharing courses, excellent bud, and other related auxiliary resource websites. Therefore, the development tools should be selected according to the actual situation in the actual development work.

2.3 Development methods

Under the information technology, the development of teaching resources should first follow the principle of high efficiency, and in this process, which development method is also very important. Generally, it can be divided into knowledge explanation type, practical operation demonstration type, simulation animation type, counter example education, etc. it also has diversified and practical characteristics, such as simulation animation type, which can make the relatively complex mechanical structure of CNC lathe more complex Intuitive animation display.

3. INFORMATIZATION TEACHING PLATFORM CONSTRUCTION OF NC LATHE PROGRAMMING AND MACHINING COURSE

3.1 Background resource construction of informatization teaching platform

In the process of building information-based teaching platform, first, we should pay attention to the construction of backstage resources, which can meet the needs of teaching work and promote the efficient development of teaching work. Nowadays, according to the actual teaching of NC lathe programming and machining course, the background resource construction must pay attention to teaching plan, unit design, teaching courseware and other aspects, to ensure the perfection of resources.

3.2 Portal resource construction of information teaching platform

Portal resource construction is more to focus on students, generally need to be more scientific and reasonable construction according to the actual situation of students. As mentioned in the previous article, numerical control specialty has strong operability, which requires the cooperation of theoretical knowledge and practical teaching. In its portal construction and application, we should not only pay attention to the explanation of explicit knowledge points, but also consider the tacit knowledge points.

4. CLASSROOM APPLICATION OF

INFORMATIZATION TEACHING IN NC LATHE PROGRAMMING AND MACHINING COURSE

4.1 Preview before class

Preview is the key link in teaching work. NC lathe programming and processing course is the core course of NC application specialty. Students are required to strengthen the in-depth study of the course. When applying the information platform, students can download the relevant mobile app, log in the software after registration, and monitor the students' learning situation in real time, and the teachers can understand the relevant learning data of students and adjust the teaching plan from a comprehensive point of view.

4.2 Application in class

During application, teachers should give full play to their own guiding role, and use the app of teachers to connect with students. At the same time, in the teaching process, teachers can also arrange relevant learning tasks, and students can answer in their terminals. In addition, the live broadcast function in the software can also be applied, so that students can break the space limit for learning.

4.3 Promotion after class

In the post-school promotion, the focus is to help students consolidate the knowledge learned in the classroom. Under the traditional teaching mode, the corresponding consolidation teaching is not carried out after class, so that some students' learning is not in place, affecting the quality of students' learning. After the use of the corresponding information-based teaching platform, teachers should arrange homework according to students' learning situation, and pay attention to the amount of homework should not be too much, to pay attention to quality; in addition, teaching evaluation can be carried out regularly through the teaching platform.

5. CONCLUSION

For CNC lathe programming and processing course teaching, its traditional teaching mode has greater limitations. In this paper, the author focuses on the establishment of the corresponding information-based teaching platform to carry out the teaching of the course, and from the design of the information platform, teaching resources development, platform construction and practical application are described in detail, hoping to promote vocational colleges Improve the teaching quality of CNC related majors.

REFERENCE

- [1] Yang Jun. application of flipped classroom in teaching practice of Mechanical Engineering Specialty in Technician College [D]. Zhejiang University of technology, 2018.
- [2] Xiunan. Research and development of secondary vocational curriculum standards based on professional core literacy [D]. Hunan Normal University, 2019.

Research on The Strategy of Ice and Snow Sports Entering Campus Under the Background of Winter Olympic Games

Jingtao Du, Jun Wang, Yan Song

Shijiazhuang posts and Telecommunications Technical College, Shijiazhuang, Hebei, China

Abstract: At present, as the holding time of the Winter Olympic Games is approaching, more and more people begin to pay attention to the Winter Olympics and ice and snow sports. At the same time, the state has issued the policy of ice and snow sports into the campus, and proposed to complete the establishment of 2000 characteristic schools of ice and snow by the end of 2020, so as to provide the corresponding conditions for social youth to participate in ice and snow sports. But in fact, the development of this new sports in the campus is not ideal. Based on this background, this paper studies the ice and snow sports in the campus under the background of the Winter Olympic Games, and puts forward the relevant strategies, hoping to promote the development of ice and snow sports on campus.

Keywords: Winter Olympics; Ice and Snow Sports; Campus; Strategy

1. ANALYSIS ON THE PROBLEMS OF ICE AND SNOW SPORTS ENTERING CAMPUS UNDER THE BACKGROUND OF WINTER OLYMPIC GAMES

1.1 Uneven distribution of resources and lack of facilities on campus

Due to the influence of latitude, the alternation of four seasons in China is obvious. In summer, there is generally high temperature, and there is a small temperature difference between the South and the north. In winter, the temperature difference between the South and the north is very large. For most of the northern regions, snowfall is common in winter, and the temperature is abnormally low, which is convenient for the preservation of ice and snow. In addition, there are many snow mountain ranges located here, which can be said to have abundant in contrast, South China is rich in ice and snow resources. Obviously, due to the influence of rainy and humid climate, its temperature is basically above zero degrees Celsius, which leads to the lack of ice and snow resources. Therefore, it can not make use of natural terrain advantages and ice and snow resources to develop ice and snow sports like the northern region. It can only rely on artificial indoor or outdoor ice and snow places for appropriate. At present, most of the ice and snow sports venues are profit-making places, and colleges and universities own very few ice and snow sports venues. In addition, there are not enough funds and facilities to support the actual implementation of ice and snow sports on campus [1].

1.2 The ice and snow sports started late, and the students'

enthusiasm was insufficient

The development of ice and snow sports in China is only about 20 years ago. Compared with other developed countries, there is a huge gap. With the positive promotion of the successful bidding for the Winter Olympic Games, the masses of our society also set off an upsurge of participating in ice and snow sports. However, due to the small number of skiing people in China, most people are interested in ice and snow sports. Although the development prospect of ice and snow sports in China is relatively broad, the enthusiasm of students to participate is still not high, and the number of students who participate in the ice and snow sports organized by campus is very small.

1.3 Ice and snow sports have a long history, but lack of cultural confidence

As an ancient country of culture, China has a long history and culture, and ice and snow sports are no exception. Altay region of China has been internationally recognized as the birthplace of skiing, and some ancient documents also have corresponding records on ice and snow sports. However, as mentioned above, the development time of ice and snow sports in China is relatively short, and its start and actual development are pulled out by other countries. In addition, the development of competitive sports in China is relatively rapid, and there are contradictions between the long-term and mass sports, which is difficult to balance. Compared with other countries, a series of culture and science and technology related to ice and snow sports are also in a backward situation, which leads to our group the lack of self-confidence in the culture of ice and snow sports hinders its long-term development [2].

2. EFFECTIVE STRATEGIES TO PROMOTE ICE AND SNOW SPORTS INTO CAMPUS UNDER THE BACKGROUND OF WINTER OLYMPIC GAMES

2.1 Diversified ways to strengthen campus publicity

In order to promote the development of ice and snow sports on campus, it is necessary to strengthen campus publicity. Relevant personnel can negotiate with school leaders, so as to achieve the publicity effect of ice and snow sports with some lectures, billboards, radio and some advanced media technology, so that students can experience theoretical cultural knowledge and sports skills in the process of perceiving ice and snow sports. Can, so as to better appreciate the charm of ice and snow sports, in addition, can also be based on this regular organization of related activities, so that students can be placed in it to

intuitively feel the benefits of ice and snow sports, this series of activities can focus on the entertainment nature, so as to achieve the purpose of creating interesting ice and snow sports scenes for students, so that students can use the ice and snow sports to go To ease the pressure of their own learning, and cast a tough spirit in practice, in order to let ice and snow sports really enter the campus, into the life of students.

2.2 Scientific planning of sports ground according to local conditions

Sufficient ice and snow sports ground is an important factor to promote the long-term development of this sport on campus. With the advance of the Winter Olympic Games, more and more people will participate in the ice and snow sports. If the construction of sports venues can not be guaranteed, it will bring great restrictions to the development of the sports. Based on this, relevant personnel can carry out ice sports under the guidance of the principle of adjusting measures to local conditions The scientific planning of snow sports venues can realize the full utilization of existing natural resources. With the support of government departments and scientific and technological enterprises, reasonable layout and division can be carried out. With the help of terrain and ecological environment advantages, the northern region can choose diversified ways to develop ice and snow sports, while the South can focus on the indoor pouring ice field and In order to promote the ice sports, the campus also needs to adapt to the times, according to the actual teaching and skills training purposes and needs to carry out the actual construction of ice and snow sports venues, so as to make conditional support for the development of this sport in the campus, and attract more students to participate in it.

2.3 Strengthen the cooperation with social institutions and carry out ice and snow sports classes

The lack of sufficient funds and venues is also a major obstacle to carry out ice and snow activities education on campus. Therefore, in order to break through this limitation, the school can communicate and cooperate with regional government units and ice snow sports institutions, so as to carry out the teaching of ice snow sports related theoretical knowledge, culture and skills with the help of school teachers, while ice and snow sports institutions can In order to provide free learning places for teachers and students in school, on the basis of implementing the establishment of ice and snow sports classroom, more consumers will be attracted to ice and snow sports institutions. Attention should be paid to the professional and scientific setting of ice and snow sports classes, and appropriate cultural integration with the local area, so as to continuously enhance the participation

enthusiasm of local people and give full play to the value of resources, To achieve a win-win development situation [3].

2.4 Cooperation in running schools to improve the quality of the introduction of educational resources

The way of cooperative running school can also effectively promote the development of ice and snow sports in campus. The essence of it is to cooperate with the strong sports powers in winter, to realize the introduction of high-quality education resources, to improve the actual teaching concept of our school. In the actual cooperative running process, the government departments should do a good job in macro-control and guidance, to avoid the emergence of the school running process at present, we need to learn from successful cooperative running cases and learn from them, to promote the training of ice and snow sports talents in China.

3.CONCLUSION

To sum up, the successful bid for the Winter Olympic Games has a significant role in promoting the development of ice and snow sports in China. The implementation of ice and snow sports on campus has also become the trend of the times. Based on this, relevant personnel need to take scientific and effective measures to avoid the problems, to strengthen the cultivation of campus ice and snow sports talents, to promote the characteristics of ice and snow sports in China The development of color culture enhances national self-confidence.

ACKNOWLEDGEMENTS

Sports Science and Technology Research Project of Hebei Province in 2021: Research on the Development of ice and snow Sports in Hebei Universities under the background of 2022 Winter Olympics (20212005).

REFERENCE

- [1] Zhang Zhimin, Wang Zhiqiang, research on the strategy of ice and snow sports entering campus under the background of Winter Olympics [J]. Youth sports, 2019, 0 (2).
- [2] Ji Zhongfei, Sun Yue, research on the strategy of ice and snow sports entering campus under the background of Winter Olympics [J]. Hubei Sports Science and technology, 2017, 36 (12).
- [3] Zhang Lei, research on the strategy of ice and snow sports into campus under the background of Winter Olympic Games [J]. Contemporary sports science and technology, 2020, October (11).

Discussion on The Teaching of Environmental Toxicology in Environmental Science

Yulun He, Mingyi Liu, Yongfeng Li

Northeast Forestry University, Harbin, 150040, Heilongjiang, China

Abstract: Environmental toxicology is the integration of environmental science and toxicology. It is an interdisciplinary subject of environmental science and toxicology. It is an important subject to study the effects of harmful substances in the environment on human health. With the development of social economy, people's material life is greatly enriched, and the requirements for the quality of life are also improved. People pay more attention to the environment and health problems in daily life. Environmental toxicology is to use the theoretical knowledge and practical data of chemistry, medicine, biological science and other disciplines to explore and analyze the harmful substances in the air, water and soil in life on human body. In order to create a good living environment for people, we should study the mechanism of pollutants and the characteristics of early damage to human body. Under the background of the new era, with the advancement of the new curriculum reform, the teaching mode of colleges and universities should also continue to develop and innovate to adapt to the new situation of social development, especially for the new interdisciplinary environmental toxicology, we should carry out teaching reform and innovation teaching mode, and cultivate professional talents with independent innovation spirit for the society. In this paper, how to reform and innovate the teaching of environmental toxicology for environmental science major was discussed, and the following suggestions were put forward.

Keywords: Environmental Science; Toxicology; Teaching discussion

1. INTRODUCTION

The development of modern industry is often at the cost of sacrificing the environment, especially in recent years, the living environment of human beings has become worse and worse, and human health has been greatly threatened. In recent years, due to the increasing number of public victims caused by environmental pollution, people urgently need to study the role and mechanism of pollutants in the environment to prevent the threat of pollutants to human health. Therefore, it is of great significance to innovate and reform the teaching mode of environmental toxicology, improve the quality and efficiency of teaching, and cultivate professional talents in environmental toxicology for the society.

2. MAKE FLEXIBLE AND REASONABLE TEACHING CONTENT ACCORDING TO THE ACTUAL SITUATION

Environmental toxicology is a new subject, which has developed rapidly in recent years. The course involves a

wide range of content and scope, is a comprehensive subject, with strong theoretical and practical. The course is mainly composed of four parts, including basic principles of environmental toxicology, branch science of environmental toxicology, application of environmental toxicology and basic experiment of environmental toxicology. With the deepening of the research on environmental pollutants in recent years, it has been found that the toxins of various pollutants cross each other, and the phenomenon of repeated exposure or even lifelong exposure of long-term low-dose pollutants is becoming more and more serious, which has the characteristics of a wide range of exposed people and large differences in susceptible groups.

In addition, with the in-depth study of modern biology, medicine and environmental science, new scientific viewpoints and theories have been emerging, such as the rapid development of gene recombination technology, the improvement of the measurement and screening methods of chemical substances. The theoretical knowledge in many textbooks is still old and can not timely update the research results, which can not meet the development needs of toxicology of environmental science. Please. Therefore, teachers need to timely learn the latest research results, combined with the theoretical knowledge of textbooks, the teaching materials should be adjusted appropriately to ensure that students learn the latest environmental toxicology knowledge [1].

When teaching environmental toxicology, teachers should pay attention to lay a good theoretical foundation for students, and take the basic concepts, basic theories, and basic methods of environmental toxicology as their teaching focus. The teaching content of environmental toxicology mainly includes the following points: first, the toxicity of environmental pollutants and the damage to human health are studied through experiments. Second, to explore the early damage performance and indicators of environmental pollutants to human body, study the mechanism of environmental pollutants and the degree of damage to the body. Third, measure and observe the short-term and long-term effects of environmental pollutants on human body, determine the measurement of their effects, and formulate environmental health standards. Environmental toxicology is mainly to explain the harmful effects of pollutants in the environment on human body, so we can carry out detailed explanation in combination with the cases of toxic chemical substances causing damage to human body in real life, and take the pathogenic mechanism and early damage characteristics, measures and treatment methods of environmental pollutants as the key content of teaching. For example, in

winter, colleges and universities in northern China can take the common haze in winter as an example to tell about air pollutants such as sulfur dioxide, nitrogen dioxide, carbon monoxide and particulate matter. At the same time, they can also carry out targeted explanation according to the professional characteristics of different schools. For example, agricultural universities can mainly consider the environmental toxicology knowledge of drinking water polluted by agricultural residues as the teaching focus [2].

Although environmental toxicology is a new discipline, it involves a wide range of knowledge, involving basic knowledge of life science, medicine, chemistry, physics, and other different disciplines. If some students are seriously partial to their subjects and their basic knowledge of a certain discipline is not solid, it is difficult to effectively cross use the knowledge of various subjects and deeply understand the emerging environmental toxicology. Therefore, teachers in the interdisciplinary environmental toxicology should pay attention to improve the teaching content according to the actual situation of different students, and help the students who have short board in some subjects to carry out targeted learning.

3. PAY ATTENTION TO TEACHING METHODS AND IMPROVE TEACHING QUALITY

3.1 Using multimedia technology to enrich teaching means

The traditional teaching method is to use blackboard, chalk, and other teaching tools to describe and explain. In the process of explanation, teachers are easy to copy the contents of textbooks, and students are also easily bored and uninterested. Multimedia teaching is an effective way to solve the problem of boring classroom teaching. Therefore, teachers can often use multimedia teaching to increase the interest of the classroom. For example, when teachers explain a knowledge point, they can collect pictures and videos of these hot events to play, enrich the teaching content, and let students have a heated discussion, actively speak, and activate the classroom atmosphere, to stimulate students' interest in learning and effectively improve the quality of teaching. For example, when explaining soil pollution, we can take the lead pollution in Gansu Province as a case to explain the harm of chemical element lead to human body. We can also discuss the hot events of blood lead poisoning of 500 children in Changxing, Zhejiang Province. When explaining air pollution, you can also choose to combine some classic cases of air pollution at home and abroad. For example, the North American dead lake incident in the United States. Due to the industrial developed areas in the northeast of the United States and Southeast Canada, a large amount of sulfur dioxide was discharged into the atmosphere every year. In the 1970s, large areas of acid rain began to appear in these areas, trees withered and died, and large areas of rivers appeared in the end, the local ecological environment is destroyed and human health is threatened. Using multimedia technology to play the historical pictures of these classic cases can combine the boring theoretical knowledge with the practice, which

can arouse students' interest in learning, let students truly feel the great significance of learning environmental toxicology, improve learning initiative, and improve teaching quality [3].

3.2 Encourage students to participate in and mobilize their enthusiasm for active learning

With the advancement of the new curriculum reform, the traditional teaching mode is no longer suitable for the development requirements of the new era. If teachers still use the traditional rigid "cramming" teaching method, it is not necessarily able to achieve the ideal teaching effect. Because the students' thinking is active now, they have more own ideas on the problems. Therefore, teachers can make full use of this point to make students active. Participate in teaching and put forward their own ideas, so that students can change from passive receivers to problem proponents, explorers of learning, and teachers from the original lecturers to students in the process of active learning assistants, so that students are more willing to take the initiative to learn. For example, in the actual teaching, students can be organized to debate a certain environmental pollution problem, such as "how to balance industrial development and air pollution" and other topics, so that students can discuss the actual situation of air pollution caused by the development of modern industry nearby, encourage students to express their views actively and freely, and enable students to actively and freely express their views through debates. Through digestion and understanding, the passive and rigid learning will be transformed into interesting and vivid autonomous learning, so as to stimulate students' enthusiasm for active learning and effectively improve the quality of teaching.

4. PAY ATTENTION TO EXPERIMENTAL TEACHING

As the saying goes, "theory comes from practice", theory is verified and developed in practice. Environmental toxicology is different from previous disciplines and needs to carry out many experiments. Experiments are also an important way to transform theoretical knowledge into practice, which can promote students to better understand the teaching content and cultivate their practical ability and comprehensive quality [4].

Environmental toxicology experiment is mainly based on animal experiments. It studies the biological reactions of animals exposed to various environmental toxins, and observes the degree of health damage caused by environmental toxins and the mechanism of environmental toxins. Animal experiments can be used to evaluate the toxic damage caused by environmental pollutants to the body. It has the characteristics of controllable conditions, easy operation and analysis, clear and easy to determine. It is an effective way to observe the damage caused by environmental pollutants to human body. However, due to the objective differences between animals and humans, the experimental results can not be directly classified to humans, but also combined with human body the results of the experiment were analyzed. Carrying out relevant experimental teaching can cultivate students' practical ability and cultivate high-quality

professional environmental toxicology talents.

Environmental toxicology is a new interdisciplinary subject. At present, environmental toxicology classroom experiments are only set up in a small number of colleges and universities in China, while most other colleges and universities only integrate part of environmental toxicology experiments into biological experiment courses, which results in the derailment of theoretical teaching and experimental teaching, which is not conducive to students' research and understanding of environmental toxicology. Due to the limitation of funds and animal resources, many colleges and universities can not carry out the environmental toxicology experiment as expected, only let the students learn through the experimental data in the teaching materials. This lack of practical learning obviously restricts the students' interest in environmental toxicology and hinders the development of students' comprehensive ability. Therefore, it is necessary to attach importance to the development of environmental toxicology laboratory, Pay attention to the practice teaching of environmental toxicology. At the same time, environmental toxicology experiment should also pay attention to the diversity of teaching methods. For example, in the actual teaching, the teacher can explain the experimental principle with the help of multimedia, and then the students can carry out the experiment under the guidance of the teacher. After the experiment, they can also lead to the nearby factory area to observe, study, and communicate, making the experimental class rich and interesting, which can further stimulate students Interest in learning. In the specific experiments, we can also highlight the students' dominant position as a teaching means, such as students' demonstration teaching experiments instead of teachers' demonstration teaching experiments, using open experiments to replace closed experiments. In this way, it can mobilize students' enthusiasm for learning, improve their practical ability, broaden their comprehensive experimental quality, and thus improve the teaching quality. In recent years, with the deterioration of the environment, environmental toxicology also develops rapidly with the times. Environmental toxicology experiment provides a scientific basis for evaluating environmental quality and formulating environmental hygiene standards, and makes great contributions to improving human living environment [5].

5. INQUIRY TEACHING METHOD

The traditional teaching method is based on the "cramming" teaching method, only rigidly indoctrinate the knowledge of teaching materials to the students, while the inquiry teaching method takes the students as the main body, pays attention to the cultivation of students' scientific research thinking and inspires the students' interest in learning. In the actual teaching, we can combine the teaching materials of environmental toxicology with the progress of environmental toxicology research in our school, so that the teaching content can be combined with the research and application, to inspire students' scientific research thinking and learning interest. Deepen their understanding of the learning content. For

example, when teaching the general toxicity of environmental chemicals, combined with the scientific research of our university, we can use nano materials to poison the beautiful insects, and study the impact on the movements of the beautiful insects, to deepen students' understanding of the concept of toxicity and stimulate their enthusiasm for learning.

6. DISCUSSION REPORT TEACHING METHOD

Environmental toxicology involves a wide range of subjects, and is a subject with a wide range of basic contents. In teaching, we should not use too specialized and limited teaching materials, which is not conducive to students' broadening of knowledge and laying a good foundation for learning. Therefore, classroom teaching and self-study can be carried out at the same time. For example, teachers can select difficult teaching chapters to focus on explanation, and give students self-study for the chapters that are easy to understand. Because different students are good at different subjects, teachers can also assign self-study tasks according to the actual situation of students, write the self-study content as homework into a reading report, and then let students discuss and explain in class instead of the teacher. Teachers can also organize various forms of teaching content seminar and class reading report meeting. Such a new form of teaching mode can activate the classroom atmosphere, improve students' interest in learning and enhance their comprehensive ability [6].

7. EXPLORE NEW ASSESSMENT METHODS

Course assessment is an important link in teaching, and it is an effective means to test the teaching quality of teachers and the learning situation of students. The traditional course assessment is based on the results of a final examination. However, some students may perform well in ordinary times, but the examination plays an abnormal role. There are some other disadvantages in this way. Some students usually do not study seriously and only focus on the examination content before the examination. Therefore, this traditional assessment method can not fully reflect the students' professional knowledge in order to comprehensively assess students' mastery of knowledge and stimulate their learning initiative, we need to explore new assessment methods to improve teaching quality. During environmental toxicology, we can adopt a new assessment method which combines the final score with the usual performance. For example, the final exam score can account for 75%, and the usual classroom performance can account for 25%. This can urge students to actively cooperate with teachers to actively participate in classroom activities and effectively improve the quality of teaching. Teachers can also make some rules in the ordinary teaching to quantify the usual classroom performance, such as the establishment of daily attendance system, homework scoring system, etc., to quantify students' usual classroom performance.

8. CONCLUSION

With the development of human society and the deterioration of environmental problems, the development of environmental toxicology has been paid

more and more attention. As a new interdisciplinary subject, environmental toxicology should be taught with new teaching thinking and mode. Therefore, in order to keep up with the pace of the new curriculum reform and cultivate comprehensive quality talents for the country, we should innovate teaching methods and improve teaching conditions, to stimulate students' interest in learning, improve their learning enthusiasm and improve the quality of teaching.

REFERENCE

- [1] Wang Xiaolin, Li Mei. Experimental teaching reform and exploration of environmental toxicology [J]. Journal of Linyi University, 2018,40 (06): 135-141.
- [2] Lu Pei, pan Dandan, Hua Rimao. Discussion on the teaching of environmental toxicology for environmental science majors [J]. Journal of Shandong Agricultural Engineering University, 2019,36 (01): 39-41.
- [3] Li Chengyong, he Lei. Discussion on the teaching of

International Journal of Education and Technology environmental toxicology for marine resources and environment specialty [J]. Light industry and technology, 2019, 35 (04): 158-159.

[4] Zhang chongmiao, Jiao xuanru, Liu Shurui, GE bizhou. Construction of case database of environmental toxicology and its application in the optimization of teaching mode [J]. Chinese Journal of multimedia and network teaching (first xunjian), 2020 (03): 173-174.

[5] Ma Tao Wu, Peng Qingjing, Qu Zhongxin, Yang Liping, Yuan Zhizhong, Hu Wenyong. Reasonable allocation of biological teaching content in the curriculum system of Environmental Science [J]. Higher science education, 2007 (06): 128-131.

[6] Shi Qi, Mu Ziping, Gao Wei. Discussion on teaching contents and methods of environmental biology [J]. Anhui agronomy Bulletin (first half monthly), 2012,18 (05): 154-156.

A Study on The New Ideas of Higher Vocational Physical Education Teaching Reform from The Perspective of Multimedia

Yuzhi Jia

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

Abstract: In recent years, the development of information technology is very rapid. It plays an increasingly important role in people's life and social production, and promotes the progress and development of society to a certain extent. Under the new situation, higher vocational colleges should actively try to use multimedia technology to carry out teaching work, to improve their teaching level and lay a solid foundation for the future development of students. However, it is worth noting that at this stage, some teachers in higher vocational physical education have less knowledge and understanding of multimedia technology, and can not give full play to the role of new media in the teaching process, which is not conducive to the improvement of physical education teaching level. This paper studies the application value and application direction of multimedia technology in Higher Vocational Physical Education, and combs the reform ideas of Higher Vocational Physical Education from the perspective of multimedia, to bring some help to the reform of physical education in higher vocational colleges.

Keywords: Higher vocational colleges; Multimedia technology; Physical education; Reform ideas

1. INTRODUCTION

At present, some teachers in higher vocational colleges are too old and lack of innovation consciousness, which leads to the low level of application of multimedia technology in physical education teaching, which has caused some negative effects on the reform of physical education. At present, some higher vocational colleges have realized the problems existing in Physical Education in the past, and actively use multimedia technology to reform teaching work, and made some achievements, the level of physical education has been greatly improved. However, due to the influence of teaching mode, teaching concept and other factors, the application level of multimedia technology in higher vocational sports teaching still has a large space to improve, and the teaching work still needs to be further improved. In this case, it is imperative to study the new ideas of Higher Vocational Physical Education Teaching Reform from the perspective of multimedia.

2. THE APPLICATION VALUE OF MULTIMEDIA TECHNOLOGY IN HIGHER VOCATIONAL PHYSICAL EDUCATION

2.1 Improve the interest of physical education teaching in Higher Vocational Colleges

In the past, in the process of higher vocational physical education, teachers mostly use oral explanation and action demonstration to explain the relevant knowledge to students. Teachers occupy a dominant position in physical education teaching, and students only passively accept the inculcation of knowledge. In this case, the interest of physical education is low, students lack interest in teaching work, and even produce some negative emotions the progress and quality of learning have some negative effects. The application of multimedia technology in physical education teaching can help teachers better show relevant knowledge to students, reduce the difficulty of students' learning and understanding of relevant knowledge, enrich the content of physical education, obtain teaching atmosphere, and then attract students to actively participate in physical education.

2.2 Mobilize the enthusiasm of students

In the past period of time, higher vocational physical education teachers pay less attention to the students' main position in the teaching process, and can not fully consider the students' feelings and demands in the actual work, which leads to the students' passive in the process of physical education teaching, the students' learning enthusiasm is poor, the subjective initiative is difficult to give full play, and the development of physical education teaching is not ideal. The application of multimedia technology in physical education can change the mode of physical education teaching, enable students to learn sports knowledge in a more relaxed and pleasant atmosphere, and then achieve a substantial improvement in the level of Physical Education [1].

2.3 It provides a reliable way for students' autonomous learning

In the process of traditional physical education, students' time of learning sports knowledge is mostly concentrated in classroom time. It is difficult for students to review the selected knowledge after class and lack of reliable independent learning ways. In this case, the level of physical education teaching in higher vocational colleges is relatively low and it is difficult to effectively promote the improvement of students' comprehensive ability. The application of multimedia technology in physical education teaching can break through the limitation of time and space on physical education teaching. Students can watch relevant videos repeatedly with the help of multimedia, to deepen the memory and understanding of relevant knowledge.

2.4 Reduce students' difficulty in learning relevant knowledge

Simple oral narration and action release make it difficult for students to quickly grasp the relevant knowledge and keep up with the progress of physical education teaching, which leads to slow progress and poor effect of physical education. The application of multimedia technology in higher vocational physical education can effectively reduce the difficulty of students' learning related knowledge, help students better learn relevant knowledge, and promote the improvement of students' sports performance.

3. APPLICATION OF MULTIMEDIA TECHNOLOGY IN HIGHER VOCATIONAL PHYSICAL EDUCATION

3.1 Theory teaching

Theoretical teaching is an important part of higher vocational physical education, which has a direct impact on the quality of higher vocational physical education. However, it is worth noting that the content of theoretical teaching is relatively boring, teachers often find it difficult to stimulate students' interest in learning in the teaching process, and the theoretical teaching work is difficult to carry out, and students can not actively participate in it, which leads to the unsatisfactory situation of theoretical teaching work. In the process of theoretical teaching, the use of multimedia technology can visualize the abstract and difficult theoretical knowledge, improve the interest of theoretical knowledge, and then improve the level of theoretical teaching [2].

3.2 Movement demonstration teaching

Action demonstration teaching plays an important role in Higher Vocational Physical Education, which can help students master sports skills and promote the improvement of students' sports performance. However, it is worth noting that in the process of action demonstration, teachers can not guarantee the standardization of their own actions. In this case, it will cause some negative effects on students' learning. The application of multimedia technology in action demonstration teaching can provide students with standard action demonstration, and students can watch video repeatedly according to their own questions. In this case, the level of action demonstration teaching is significantly improved.

4. THE REFORM OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF MULTIMEDIA

4.1 Transformation of physical education teaching mode

From the perspective of multimedia, physical education teachers in higher vocational colleges should actively change their own ideas, pay attention to the innovation of their own teaching mode, increase the application of multimedia technology in practical work, activate the sports teaching atmosphere through the application of multimedia, eliminate students' psychological resistance to physical education, so as to reduce the difficulty of teaching and ensure the efficient and orderly development of physical education.

4.2 Highlight the dominant position of students

In practical work, physical education teachers in higher vocational colleges should attach great importance to students' dominant position, keep close communication with students, inquire about students' feelings, and investigate students' learning situation. According to the problems existing in students' learning, multi-media technology should be applied to repeat teaching of the key and difficult points in physical education teaching through multimedia technology, and the electronic course should be carried out Copy to students, in order to help students better learn relevant knowledge [3].

4.3 Enhance the intuition of Physical Education Teaching Teachers should fully realize the advantages of multimedia technology in their work, actively use multimedia technology to show relevant knowledge to students, enhance the intuitiveness of physical education teaching, avoid the influence of simple knowledge explanation on students' learning enthusiasm, and ensure that students always maintain high expectations for physical education teaching. For example, teachers can use animation video to help students learn relevant knowledge, while ensuring the quality of physical education teaching, improve the interest of physical education teaching, and deepen students' memory of relevant knowledge.

5. CONCLUSION

To sum up, the application of multimedia technology in higher vocational physical education can promote the reform of physical education to a certain extent, promote the improvement of physical education teaching level, and lay a solid foundation for the overall development of students. From the perspective of multimedia, physical education teachers in higher vocational colleges should make clear the application value of multimedia technology in physical education teaching, fully realize its important role in theoretical teaching and action demonstration teaching, and carry out physical education teaching reform in Higher Vocational Colleges by changing physical education teaching mode, highlighting students' dominant position, and enhancing the intuitiveness of physical education teaching, Improve the level of physical education in higher vocational colleges.

REFERENCE

- [1] Mei hua'an. new ideas of Higher Vocational Physical Education Teaching Reform from the perspective of multimedia [J]. Contemporary sports science and technology, 2019, 9 (15): 15, 17.
- [2] Dong Yongxiang. Analysis of new ideas of Higher Vocational Physical Education Teaching Reform from the perspective of multimedia [J]. Sporting goods and technology, 2019, 3 (3): 163-164.
- [3] Li Qiong, Xiao duo. Exploring the new ideas of Higher Vocational Physical Education Teaching Reform from the perspective of multimedia [J]. China's out of school education (the next ten days), 2019, (2): 19-20.

Vocational Chinese Teaching Should Strengthen the Cultivation of Professional Ability

Mengyao Mao

Xi'an Medical College, Xi'an, Shaanxi 710309, China

Abstract: In the process of China's social development, the importance of Chinese teaching has gradually increased. The development of Chinese teaching can have an impact on students' thinking, help them understand our traditional culture, improve their cultural heritage, and lay a good foundation for their future study and development. In Chinese teaching, higher vocational schools should make clear the importance of improving students' professional ability, actively improve students' professional ability in Chinese education, and then realize the substantial improvement of students' comprehensive quality. Therefore, vocational schools should strengthen the cultivation of students' professional ability in the process of campus construction, to constantly improve their own professional ability and ensure the Chinese teaching work Play a positive role in the process of students' development.

Keywords: Higher vocational colleges; Chinese teaching; Professional ability; Cultivation

1. INTRODUCTION

In the quality-oriented teaching work, teachers are required to constantly summarize experience and learn professional knowledge in the teaching work, to ensure that teachers can constantly improve the quality of their teaching work, and then have a positive impact on the development of students, and promote the rapid development of students. Chinese teachers in higher vocational colleges should make clear the importance of improving students' professional ability in teaching work, and actively analyze and summarize the Chinese teaching work in higher vocational colleges, and clarify the problems in Chinese teaching work. On this basis, the strategy of Improving Vocational Students' professional ability is implemented, to improve students' comprehensive ability. In addition, Chinese teachers can according to the situation of students, put forward certain guidance for students to learn Chinese knowledge, to help students better grasp the relevant knowledge.

2. THE PURPOSE AND IMPORTANCE OF VOCATIONAL CHINESE TEACHING ABILITY TRAINING

2.1 The purpose of Vocational Chinese teaching ability training

There are great differences between the teaching work of higher vocational school and that of other schools. In the past, the teaching work paid more attention to the teaching of students' theoretical knowledge, while higher

vocational Chinese paid more attention to the influence of students' professional adaptability and thinking, in order to improve the comprehensive quality of students. This situation puts forward new requirements for Chinese teaching in higher vocational colleges. In the process of students' professional ability training, Chinese teachers should select suitable teaching content for students according to the specific situation of society and students' needs, which can effectively expand students' horizons, and promote their all-round development, so that students can improve their thinking ability and analysis ability, and improve their social adaptability [1].

2.2 The importance of cultivating students' professional ability

In the process of teaching, Chinese teachers in higher vocational colleges will analyze the mastery of students' basic knowledge of Chinese, to carry out teaching work and cultivate students' professional ability. In the process of cultivating students' professional ability, teachers should combine teaching with practice, to improve students' Chinese application ability, ensure that students can analyze the meaning of different personnel's language in different situations, and then improve students' social ability. And in the language teaching of students' professional ability training, can effectively improve the students' communication and communication ability, so that they can express their opinions and ideas quickly and accurately in the work.

3. PROBLEMS EXISTING IN CHINESE TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 The Chinese teaching method in higher vocational colleges is single

Before taking measures to improve students' professional ability, Chinese teachers in higher vocational colleges should actively analyze and improve the problems in their own work, to improve the quality of teaching work. There is a single teaching method in Chinese teaching in higher vocational colleges. Teachers do not select suitable learning content according to the needs of students for Chinese teaching work, and do not take targeted teaching methods to study students. Students feel constrained in Chinese classroom learning, rather than voluntarily strengthen the learning of relevant knowledge. In addition, in the teaching process, teachers will use traditional teaching methods to teach students, students are more passive, resulting in students can not improve their professional ability in the traditional teaching work [2].

3.2 Schools and teachers do not pay attention to Chinese

teaching

As the Chinese course is a public course, there are some deviations in the teaching ideas of Chinese teachers and schools. They think that Chinese teaching can not effectively improve students' professional ability and has no direct impact on students' entering the society. Therefore, we can not pay more attention to Chinese teaching. And in the teaching work of higher vocational education, teachers pay more attention to the development of technical practice courses, while the non practical and non professional knowledge courses like Chinese course can not attract the attention of the school, leading to some teachers in the teaching work can not realize the role of their own teaching work to improve students' professional ability, which affects the development of Chinese teaching work to a certain extent.

4. THE SPECIFIC MEASURES OF VOCATIONAL ABILITY TRAINING IN HIGHER VOCATIONAL CHINESE

4.1 Ideological and moral cultivation

In order to improve students' professional ability in Chinese teaching, teachers should influence students' thoughts by reading Chinese texts and extracurricular reading, to improve their ideological and moral cultivation and promote students' professional ability. In the teaching of Chinese, the students in higher vocational schools have some rebellious psychology and can't correctly deal with the things that happen around them. Therefore, in the process of teaching the text, teachers can increase the explanation of the heroic deeds of Chinese ethnic minorities, which will have an impact on the students' thinking, and gradually form a good idea under the influence of different hero stories. For example, in the story of Qi Jiguang's Anti Japanese War, the patriotism of students was enhanced, and the correct values were set up, to ensure that students can play a positive role in the process of social development [3].

4.2 Creativity and innovation

In the process of teaching reform, Chinese core quality and professional ability require students to have a certain ability of creation and innovation. Only by constantly improving students' creativity and innovation ability can we improve students' personal competitiveness and promote their further development. Therefore, teachers should reasonably set up teaching content in teaching work, and constantly improve students' creativity and innovation ability. In Chinese teaching, teachers can't directly tell students the main idea of the article and the emotion they want to express according to the content of the article. Instead, the teacher can guide the students to

analyze the article in the classroom teaching, find the key points in the article, clarify the main idea of the article, and then cultivate the students' thinking ability. Based on students' thinking ability, we should guide students to innovate their own knowledge in writing, to improve their creativity and innovation ability.

4.3 Building team awareness

In social life, students are not only independent individuals, but also integrated into the group. Therefore, in the process of Chinese teaching in higher vocational colleges, we should help students to establish a certain sense of team, and then improve their professional ability. In the process of cultivating students' team consciousness, teachers can strengthen the use of cooperative learning group teaching methods, set certain problems according to the content of teaching materials, guide students to solve problems through cooperative learning groups, and then improve students' team consciousness, to promote the improvement of students' professional ability.

5. CONCLUSION

The cultivation of students' professional ability in Higher Vocational Chinese course can meet the requirements of the reform in the field of education, improve the comprehensive quality of students and promote their all-round development. In the process of teaching, Chinese teachers in higher vocational colleges should make clear the purpose and importance of students' professional ability training, and face up to the problems such as the single teaching method in Higher Vocational Chinese teaching and the teachers' inability to correctly treat the cultivation of students' professional ability. And actively take measures to improve, in order to improve students' Ideological and moral cultivation, promote the improvement of students' creativity and innovation ability, cultivate students' team consciousness, and effectively improve students' professional ability, to lay a solid foundation for their future development.

REFERENCE

- [1] Wang Kai. Chinese teaching in Vocational Colleges Based on the concept of talent cultivation in the new era [J]. Chizi, 2018, (36): 66.
- [2] He Yiyi. Innovation of Chinese teaching in Higher Vocational Colleges from the perspective of professional ability [J]. Vitality, 2018, (22): 117.
- [3] Lei Weidong. Research on strengthening the cultivation of vocational ability in Chinese teaching in Higher Vocational Colleges [J]. Shanxi youth, 2018, (13): 156.

Research on The Hierarchical Teaching Mode of English In Higher Vocational Colleges

Xuerong Tian

Jiuquan Vocational and Technical College, Jiuquan, Gansu 735000, China

Abstract: Due to the social prejudice against higher vocational colleges, the quality of students in higher vocational colleges has been at a low level for a long time. Among the various qualities of students, English quality is regarded as "the difference among the differences", which is a problem that many teachers in higher vocational colleges are worried about. In order to solve this educational problem and improve students' English quality, hierarchical teaching is a very good education mode, which can meet the learning needs of students to the greatest extent, to ensure that students can maintain a high learning efficiency and achieve significant improvement of students' English ability. At the same time, the use of hierarchical teaching can also solve the problem of polarization of students' English ability in higher vocational colleges. Due to the large difference between students' English foundation and English ability, if the unified teaching mode is adopted, it is likely that excellent students will not be further optimized and improved, and students with poor English foundation can not consolidate their foundation in time, and hierarchical teaching can be targeted To meet the learning needs of students, so that students in the class can get a satisfactory teaching experience.

Keywords: Vocational English; Stratified teaching; Model research

1. INTRODUCTION

Although vocational colleges are institutions to cultivate "professional" talents, due to the influence of information technology, global economic and cultural exchanges are increasingly frequent, and the application of English in various professions is also more in-depth, which puts forward more stringent requirements for the English ability of vocational students [1-4]. Only by learning English well can higher vocational students carry out their work better and gain more promotion space in their future career. At the same time, only if the English ability and comprehensive quality of higher vocational students are further improved, can they create more social value and economic benefits in their jobs, thus making greater contributions to the socialist modernization construction.

2. THE IMPORTANT ROLE OF HIERARCHICAL TEACHING IN THE PROCESS OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

In higher vocational colleges, most of the students' English competence is very poor, and some of them are poor in English teaching. At that time, the source of students in higher vocational colleges is more complex. Some students are trained by educational institutions and then enter higher vocational colleges to study, such as

graduating from high school or secondary vocational college, and some students come in through adult college entrance examination, which leads to more complex source of students, and the quality gap between these students is even greater, which further enhances the English of vocational college students. However, in the traditional English teaching mode, if we continue to use the unified teaching mode, we will face the problem of teaching content design bias. Whether the teaching content is designed towards the direction of foundation or optimization, it will lead to the other part of students unable to meet the education needs. Hierarchical teaching is a good way to solve this teaching problem. Through hierarchical teaching, we can design appropriate teaching content for each stage of students to meet the learning needs of students in different stages.

3. EFFECTIVE MEASURES OF HIERARCHICAL TEACHING IN THE PROCESS OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Reasonable stratification for students

Students are the main body of teaching activities and the main undertakers of teaching activities. Therefore, in order to effectively apply hierarchical teaching in Higher Vocational English education, the first thing to do is to divide the students into four groups according to their learning basis and learning enthusiasm. Group A is a student with good learning foundation and high learning enthusiasm. The teaching content is mainly to optimize and improve independently, so as to give students enough space for free growth, Group B is the students with good learning foundation and poor learning enthusiasm, and the teaching content is mainly to optimize and improve, but a certain degree of compulsion should be added to improve the supervision of teachers; group C is the students with poor learning foundation and high learning enthusiasm, whose teaching content is mainly to consolidate the foundation, and teachers are responsible for giving appropriate guidance; group D is poor in English foundation. For students with poor learning enthusiasm, teachers should strengthen the supervision of students while strengthening the training of basic knowledge.

3.2 Stratification of learning objectives

Due to the existence of objective differences, vocational English teachers must fully consider the individual differences among students when designing learning objectives. Because each student's English learning foundation and English learning ability are different, this will inevitably lead to students to achieve a goal, and the efforts they must pay are different. If teachers only design a general learning goal, it can be easy for students with

good English learning foundation to achieve the learning goal; but for students with poor English learning foundation, they may pay many times the effort to achieve it. The significance of learning objectives is to stimulate students' learning enthusiasm and initiative. Once the learning objectives are designed too high, if the students still have a large gap with the predetermined teaching objectives after hard work, it will lead to students' depression, suppress their self-confidence and enthusiasm in learning, which is not conducive to students' next English learning. If the design is too low, the students can easily achieve the predetermined goal, which will not only lead to the students' English ability not being effectively exercised in this stage of study and life, which will waste students' valuable education time, but also lead to students' arrogance, which will lead to students' contempt for English learning and make students in the following English learning life Will reduce the investment of study time and energy.

Therefore, in the process of designing learning objectives, English teachers in higher vocational colleges must follow the concept of hierarchical teaching. They should design learning objectives according to different levels and set different learning objectives for students at different stages, so that each student's learning objectives can match with the learning status quo, so that learning objectives become the lights on students' English learning path and guide students to move forward. At the same time, it can effectively stimulate the enthusiasm and initiative of students in learning, so that students can more actively participate in English learning life, so that learning objectives can play a greater role in students' learning life.

4. CONCLUSION

The use of hierarchical teaching method in the process of English Teaching in higher vocational colleges can meet the needs of students at different stages of English learning. Students with strong English ability can optimize and improve in this process, to further improve their English ability; students with poor English ability can complement their foundation in the process, to

strengthen their English the foundation of language learning lays a solid foundation for the improvement of English ability. Therefore, for the current situation of serious polarization of students' English ability in higher vocational colleges, hierarchical teaching is the most effective solution, which can make students at each stage have suitable learning content. At the same time, when students' English ability enters the next stage, there are corresponding learning contents to realize the perfect increase of students' learning difficulty and gradually improve students' English ability and English literacy.

ACKNOWLEDGEMENTS

This work was supported by the Program of Teaching Reform and Research of Vocational Education of Gansu Province 2020 (2020gszyjy-18).

REFERENCE

- [1] Chen Hua. Reflections on the hierarchical teaching mode of English in Higher Vocational Colleges under the background of diversified student sources -- Taking Huanggang Vocational and Technical College as an example [J]. *Journal of Huanggang Vocational and technical college*, 2017, 19 (05): 68-69.
- [2] Ju Lili. A preliminary study on the effectiveness of hierarchical teaching mode in Higher Vocational English under the background of diversified student sources [J]. *Guangdong sericulture*, 2019,53 (03): 36-37.
- [3] Ruan Dan. Analysis of hierarchical teaching mode of Higher Vocational English -- Taking International Trade Major of Zhejiang electromechanical vocational and Technical College as an example [J]. *Education and teaching forum*, 2018 (29): 155-156.
- [4] Huang Hua, Zhang Xin, Yao Luyan. A practical study on the hierarchical teaching mode of "shift system" specialized English in Higher Vocational Colleges -- Taking the flight attendant major as an example [J]. *Journal of Heilongjiang Institute of education*, 2015,34 (08): 172-174.

The Improvement Path of College Students' Ideological and Political Education from The Perspective of Internet

Haiyan Chen

Miyun Branch of Capital University of Economics and Business Department of Economic Management Beijing, Miyun, Beijing, China

Abstract: Nowadays, with the rapid development of the Internet industry, it has imperceptibly influenced all aspects of our life, and quietly changed our lifestyle, which is more obvious in the education sector. College students as the new force of our future development, we put the best education resources and advanced science and technology into education, so college students can most intuitively feel the difference of our life brought by the Internet. For our college students, as the successor of the new era, it is particularly important to accept ideological and political education. This paper analyzes the characteristics and existing problems of Ideological and political education of college students from the perspective of Internet and puts forward the improvement path.

Keywords: Internet; College students; Ideological and political education; Improvement path

1. INTRODUCTION

The popularity of the Internet has brought us an era of rapid development. It has brought new opportunities, new challenges, new markets, and new vitality to the current society. Internet plus unique teaching experience has also brought new vitality to our college students' Ideological and political education. However, internet teaching is also a new teaching method [1-3]. There may be some problems that we are not aware of when we are using it.

2. THE CHARACTERISTICS OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF INTERNET

Because the Internet plus unlimited characteristics, it allows people to get the latest information whenever and wherever possible. This brings convenience to the ideological and political education of college students, and further promotes the development of Ideological and political education in China.

2.1 Global communication

The spread of the Internet is not limited to a certain country, but a phenomenon of global interconnection. In this way, we can receive a large amount of information, and there are many types of information. Therefore, we can pay attention to the development of our country and the development of foreign information, broaden our vision of learning, to understand some of the education we usually do not

contact, improve the enthusiasm of college students, stimulate their interest in learning.

2.2 Information sharing

The Internet is so inclusive that it can easily break the boundaries of space. To realize the exchange and dissemination of information resources. On the Internet, schools can also share educational resources, which is a relatively slow thing to do offline, and it is more efficient and convenient to put it online. Save college students' learning time and bring them the latest educational resources.

2.3 Information diversity

Because the spread of the Internet is unlimited, the amount of information received is large, so college students can learn a variety of knowledge on the Internet.

3. CHALLENGES OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF INTERNET

3.1 College students have independent thoughts, so it is difficult to carry out ideological and political education

The Internet is a double-edged sword. We should face it with a correct attitude and admit its good side. However, we can not deny that it also has a bad side. The characteristics of the Internet, such as wide dissemination, deep range and great influence, facilitate the dissemination of high-quality educational resources. However, the Internet is always a kind of virtual online space, because its spread has no boundaries, so the network environment is mixed, and there are many poor resources flooding the network, which appears in front of college students. Currently, college students are in an important moment of shaping their personality, outlook on life, world outlook and values. If there is no correct ideological and political education, to guide them, it is likely to cause vanity, conceit, and other bad ideas.

3.2 The form of Ideological and political education for college students is relatively backward

College students are in the stage of pursuing new things with great curiosity. They may have received examination-oriented education for many years, and they have psychological resistance to the traditional rigid education mode. Although the ideological and political education of college students in our country is

also integrated with the Internet and keeps pace with the times, many colleges and universities have set up ideological and political platform on their official websites to carry out ideological and political education for college students in this way, but the level of network construction in some schools is not enough, the website content is too rigid, the website update speed is slow, there is no innovation, and there is no sense of freshness. Students contact with the network of things, most of the students do not pay too much attention to such websites, so the ideological and political education of college students has not played a big role.

3.3 University teachers still adhere to traditional teaching

Teachers' teaching methods have a direct impact on the quality of College Students' acceptance of teaching. However, most of the teachers in Colleges and universities have integrated into some internet teaching methods, but the teaching content is still too rigid. They have carried out the traditional education content, and have not fundamentally solved the practical problems. All this has been done in vain.

4. THE IMPROVEMENT PATH OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF INTERNET

4.1 Innovative education concept

Colleges and universities should correctly understand the importance of Ideological and political education for college students. College students are the successors of our country in the new era and play a very important role in the construction of the country. If college students do not have a good ideological and political mentality, and do not receive good ideological and political education in the University, it is a time bomb for the society, because a person with knowledge will do great harm to the society, so the ideological education of college students is particularly important. The school should treat the ideological and political education of college students in a fundamental and correct way, and invest high-quality educational resources into the ideological and political education of college students. It is suggested to strengthen the new media teaching and improve the application of network technology in the ideological and political education class. It is required to innovate the teaching mode, let the college students understand and understand the importance of Ideological and political education more deeply through the network way, let the ideological and political education education way not only hear the oral education, but also can watch and explain the real cases, so that the college students have a more profound impression. We can not only be limited to offline teaching, but also develop to online teaching. The teaching method is simpler and more convenient, making ideological and political teaching a kind of palm teaching. In teaching, we should change the attitude of education and form an open teaching idea. Because college students have

experienced many years of ideological education, and have basically formed an independent outlook on life, world outlook and values due to internal or external environmental factors. If we force the rigid knowledge of Ideological and political education into College Students' ideology, we may be rejected by students the result is that the teaching effect is not ideal. Therefore, teachers should hold a student-oriented attitude to teach college students. In the process of learning, we should respect and listen to students' ideas and opinions, and put ourselves in a position to think about problems from the perspective of college students. At the same time, the use of the Internet communication, increase the interest of the classroom, make the classroom more lively, full of vitality, in line with the learning psychology of contemporary college students. The official account can be set up on the Internet to understand the popular software communication and spread the content of Ideological and political education of some college students. The content can be integrated into topics of interest to contemporary students, arouse their interest in learning, and integrate the good thinking and political thoughts into their lives in the entertainment, and improve the level of Ideological and political education.

4.2 Establish a high quality ideological and political education platform for College Students

Colleges and universities should pay special attention to the importance of the Internet in Ideological and political education. Make the teaching more vivid, intuitive, and vivid, and promote the comprehensive reform and innovation of colleges and universities. We can develop or purchase some good platforms to form an integrated platform of online learning, online guidance, score query, daily learning, online solution of major employment problems, and make full use of the network platform for Online Ideological and political education of college students. At ordinary times, pay more attention to the dynamic development of the school and hot news, timely change the website information, so that the content is not boring, especially in the major time nodes of the country, we should closely follow the current political hot spots, pay attention to the national dynamic, carry out ideological and political teaching, so that college students have a new and comprehensive understanding of social honor and disgrace, correct outlook on life, world outlook and values. In addition, it can also exchange and interact on the platform, so that students can speak freely and put forward their own questions and opinions. Students can discuss and analyze among themselves, and teachers can help answer questions and solve doubts. We can also set up some ideological and political associations and hold regular weekly seminars.

4.3 Innovative teaching methods

The teaching method of form innovation without leaving the theoretical basis is the favorite of college students, but it is not easy to innovate. Many teachers' teaching mode is more conservative and it is not easy

to arouse students' interest. In the era of Internet development, our teaching methods should be applied to our college students' Ideological and political education, so that the way of carrying information is more flexible. We can also make use of the interoperability of the Internet, learn from other schools' teaching methods, extract the essence of Chinese education, and apply good teaching methods to our own teaching.

5. CONCLUSION

All in all, based on the Internet's development, if it is well applied to the education of college students, the benefits and conveniences brought by him can not be matched by other ways. We should apply the essence of the Internet to the classroom, change our teaching methods, grasp the characteristics of the Internet, and use it skillfully and accurately, and deepen our ideological and political teaching in the hearts of

college students.

REFERENCE

- [1] Liu Xiao. Some thoughts on Ideological and political education of College Students under the perspective of "Internet plus" [J]. SAR practice and theory, 2018, 06:112-114.
- [2] Li Hong Jun. The path of integrating innovation and entrepreneurship into Higher Vocational Ideological and political education courses under the perspective of "Internet plus". [J]. Vocational Education Forum, 2017, 35:31-34.
- [3] Liu SHANGUAN, Tang Lei, Li Shishi. On the research of Ideological and political education in Colleges and universities from the perspective of new media [J]. Science and technology economic market, 2019, 08:189.

Business English Cross-Border E-Commerce Talents Training Based on School-Enterprise Cooperation

Min Chen

Jiangxi College of Applied Technology, Ganzhou 341000, Jiangxi, China

Abstract: The application of the Internet thinking mode is promoting international trade and promoting industrial development. The development of Internet has brought out new opportunities to foreign trade. Cross-border e-commerce give new ways for enterprises to sell product online. It is a new format of international trade. Many small and medium-sized enterprises are expanding their business in cross-border e-commerce business. As a result, the demand for related talents is increasing rapidly. However, there is a widespread problem that business English majors in China cannot meet the employ needs of the companies. This paper puts forward the concept of school-enterprise cooperation according to the needs of cross-border e-commerce enterprises. By analysis of the deficiency of talent training in business English major, this paper gives some specific implementation suggestions.

Keywords: School-enterprise cooperation; Business English; Cross-border e-commerce; Cultivation of talents

1. INTRODUCTION

Cross-border e-commerce is developing fast due to convenience and low cost. In recent years, the overall growth rate of China's import and export transactions is decreasing. Meanwhile, cross-border e-commerce has become a new form of trade with great development potential. Many traditional trading companies have expanding their business in cross-border e-commerce. However, many companies don't have corresponding human resources of cross-border e-commerce. Nowadays, the education model of business English major does not match the demand for talents in cross-border e-commerce market. This is the dominating factor which leads to the current employee shortage in the market of cross-border e-commerce professionals. Therefore, it is of great necessary to build a bridge between universities and enterprises and industries, to enhance the cooperation between them and to cultivate high-quality graduate in cross-border e-commerce.

2. DEMAND FOR BUSINESS ENGLISH TALENTS BY CROSS-BORDER E-COMMERCE

2.1 Concept and characteristics of cross-border e-commerce

Cross-border e-commerce means to do international business on Internet. The enterprises making transactions and payments on online platforms and transporting goods in the form of cross-border logistics. With the in-depth development of global networks and the popularity of

smart phones, more and more people like to go shopping online. Cross-border e-commerce has been gradually developed and it became a new form of global trade. It plays an important role in breaking the boundary between countries, and expanding the channels for enterprises to enter the international market, and providing consumers with more comprehensive and convenient commodity information [1]. Compared with the traditional trade, cross-border e-commerce has unique advantages. Firstly, its main characteristic is global. The Internet makes our planet like a small village. Customers can buy anything they like on the Internet although the product is thousands of miles away or in the other side of the planet. The companies can release the information of their products or services online and sell it to every corner of the world anytime if someone on the internet like it; Secondly, Immediacy. In terms of information transmission on the network, it often only needs several seconds to send and receive message and the transmission speed has nothing to do with the geographic location and distance of the information. We used to rely on letters, faxes, telegrams in traditional trading. It has a long and uncertain time between the sending and receiving of information. In e-commerce, the exchange of information is more convenient. Sending information and receiving information are almost synchronized via the Internet, just like face-to-face communication. It can improve the efficiency of transactions.

2.2 Demand for business English talents in the context of cross-border e-commerce

The fast development of cross-border e-commerce has brought out new horizons to the enterprises who do foreign trade in traditional ways. In recent years, the number of companies engaged in cross-border e-commerce has doubled. However, in the process of foreign trade, language barriers and misunderstandings are bound to occur in the communication of various transactions. As a result, these enterprises have a great demand for professional employees which requires talents with professional business English skills in translation, reading, negotiation and other skills related to promote the smooth progress of transaction activities. At the same time, the current business English professionals in our country cannot meet the current market demand. In particular, the traditional talent training model does not match the current demand for talents. In short, both the number and quality of business English major graduates are still far from the requirements of the market. This

imbalance between supply and demand needs to be resolved urgently. Therefore, this paper tries to find some ways to innovate and transform the training of cross-border e-commerce business English talents.

3. ANALYSIS OF THE DEFICIENCY OF TALENT TRAINING IN BUSINESS ENGLISH MAJOR

According to the survey of cross-border e-commerce companies' demand for corporate talents, not only foreign trade knowledge and language skills are needed, but also some platform practical ability is needed. Currently, due to the imperfect business English talent training system in the colleges of China, the quality of business English major graduates may not meet the needs of enterprises. Traditionally, in the structure of students' knowledge and abilities, more attention has been paid to language ability, international business theory and other aspects of knowledge, while some other requirements such as students' professional quality and practical operation are relatively ignored. Therefore, the students who graduated from business English majors are not particularly matched the demand of cross-border e-commerce enterprises.

3.1 The training objectives are not connected with the needs of the enterprises

Cross-border e-commerce enterprises need talents with high competence in business English, foreign trade and e-commerce platform operation. It related to three majors including business English, foreign trade and e-commerce. However, in current education system, the training of talents has some lag in the feedback of market demand. In internet age, the market needs of any industry change rapidly which leads to the constant change of talent demand. Once the talent training target is determined, it generally takes 3-4 years to implement. Therefore, there is a certain degree of lag in the response of the talent training goal to the market demand. Therefore, most talents in business English only possess one or two skills, which cannot meet the actual needs of enterprise development. This also fully reflects the lack of pertinence in curriculum goals setting. And the talent training system is imperfect in colleges and universities [3]. At present, the graduates of business English have theoretical knowledge of foreign trade, they don't have enough knowledge and practical skills of e-commerce. The course teaching is taught independently by teachers, and the construction is scattered among the courses. The training goal is limited to this course, and the teaching resources are not fully utilized. Because the goal of talent training is inconsistent with the needs of enterprises for talents, students cannot fully understand the skills and knowledge required by cross-border e-commerce enterprises. Companies need employees who can do their jobs shortly after graduation while most students need to go through a long period of practice before they can formally go the work after graduation.

3.2 Practical teaching is not compatible with actual work requirements

The practical training courses for business English majors mainly focus on students' language skills, international trade operations and operational knowledge related to

foreign trade among the objectives of talent training. In the training of skills related to international trade, simulation software is mainly used, and students simulate relevant processes in the international trade platform through role playing. After all, the simulated operation has certain limitation. It is different from the actual work scene, and other uncertain factors still exist in the actual work scenarios. Through practice on simulation platform, the students can grasp some process of the simulation platform, but still lack of practical experience in the real work, so their operation ability cannot meet the real training goal.

3.3 The level of teachers does not match the demand for talent training

Cross-border e-commerce enterprises need talents not only with excellent English application ability and communication skills, the knowledge related to e-commerce and international trade, but also the ability to operate the cross-border e-commerce platforms. However, the level of teachers does not match the demand because many teachers in business English don't have the practical experience in cross-border e-commerce platform operation. In the process of teaching, many teachers focus on the explaining of theoretical knowledge while the content of practical training is relatively few, which leads to the fact that students' actual learning cannot match the requirements of enterprises for talents. And students lacking practical experience have relatively weak adaptability after graduation. In order to improve students' practical training experience, many colleges and universities also employ relevant entrepreneurs with rich practical skills come to school to give lectures. They can explain relevant knowledge and show the process of operation cross-border e-commerce to students. However, due to the lack of understanding of students, their lectures are not well connected with what they learned before. The lectures do not constitute systematic learning, so the teaching effect is sometimes not ideal.

4. SUGGESTIONS ON TALENT TRAINING IN THE CONTEXT OF SCHOOL-ENTERPRISE COOPERATION

With the increase in the number of cross-border e-commerce companies, the demand for professional employees is also increasing. The enterprises need skilled employees with good business English application ability and high e-commerce platform operation skills. This has brought opportunities and the challenges to colleges. Therefore, it is an urgent task for colleges to strengthen the integration with enterprises, to set clear goals of talents cultivation according to the market demand and the enterprise actual needs, to build perfect talent training mechanism to realize accurate docking curriculum system and the actual demands, to innovate and expand training methods and channels. Therefore, based on school-enterprise cooperation, colleges and universities should take effective measures to build a school-enterprise docking platform, attach importance to the cultivation of cross-border business English e-commerce talents, and provide excellent inter-disciplinary talents for the industry.

4.1 Optimize personnel training objectives and build tripartite cooperation between the university, the industry and the enterprise

The personnel training objectives should match the enterprise's talent needs. When the talent needs have changed in the market, the school's talent training target also needs to be adjusted appropriately. Cross-border e-commerce is a new industry emerging in recent years. The schools should optimize the course system of business English in combination with the requirements of cross-border e-commerce enterprises [4]. It related to many fields, such as release of product information, familiar with the process of purchase, delivery of e-commerce goods, logistics and transportation, customs commodity inspection, customer management, etc. Enterprise application talents should be skilled in cross-border e-commerce platform operation, foreign trade-related skills, business application ability, etc. Therefore, colleges and universities should focus on business English and foreign trade in the course setting. Colleges and universities need to adjust and optimize the curriculum setting according to the demand characteristics of cross-border e-commerce enterprises for talents, focusing on training students' application ability of business English and mastery of cross-border platform operation skills. The students should not only be familiar with international trade processes and communication skills in cross-border transactions, but also get some cross-border platform operation experiences in training course. Only in this way can we promote deep integration of business English, international trade, and cross-border e-commerce courses, to realize the perfect docking between college courses and cross-border e-commerce enterprises.

In addition, in the course optimization, colleges and universities should also consider the local economic situation, comprehensively investigate the local pillar industries and leading products, and combine the actual business conditions of enterprises to add corresponding modules in the course, to adapt the course setting to the local economic environment. Furthermore, colleges should appropriately add minor language courses, and integrate the local customs, trade and religious beliefs of the countries involved in the courses into the training objectives of communication courses, to improve students' ability and accomplishment in cross-cultural communication.

4.2 Optimize the training platform and promote in-depth cooperation between the school and the enterprise

According to the survey on the employment needs of cross-border e-commerce companies, skilled platform practical ability is deeply needed, so students need to practice and improve their application skills on the platform after mastering relevant theoretical knowledge. In order to improve the students' practical ability, the training platform is necessary. At present, Due to the shortage of funds, many universities do not have cross-border e-commerce training platforms. Some schools have training platforms but relatively outdated, which is quite different from the actual platform. In this situation,

it is difficult to improve the practical ability of students under the unilateral efforts of the school. On the other hand, many companies are willing employ college graduates with skilled ability, so they would like to cooperate with colleges by providing relevant training platforms to the colleges. With cross-border e-commerce training platform, students can be familiar with the process of cross-border e-commerce business and gain some practical experiences, and the school build a cooperation platform of deep integration between the two sides. Therefore, after students master relevant theoretical knowledge, they need to improve their own abilities with practical operation. During school-enterprise cooperation, both parties shall jointly formulate the training plan on the cultivation of talents, strengthen students' mastery of knowledge and skills and promote students' employment [5]. And through effective cooperation with the cross-border e-commerce enterprise, the students will improve the level of practical experiences and comprehensive ability. They will also gain more comprehensive understanding of cross-border electricity business processes. Thus, it lays a foundation for improving the adaptability of students after taking up the post, and reserves more suitable professional talents for the needs of enterprises. In short, it is a win-win situation, for one hand, it can help the enterprises to solve the shortage of talents training and reduce the cost of pre-employment training; on the other hand, it can increase the employment rate of graduates for schools.

4.3 Introduce enterprise backbones and build double-qualified teachers

College teachers have strong theoretical knowledge and ability. However, as for the whole industry chain of cross-border e-commerce, teachers lack certain practical experience, so the quality of talent cultivation cannot be guaranteed. To solve this problem, colleges and universities can invite backbones from cross-border e-commerce enterprise to offering special lectures to students. On the other side, teachers can also be organized to participate in the cross-border e-commerce training and practice in enterprises. By this way, they can enhance the practical experience and better integrate their theoretical knowledge and practical operation, to build a double-qualified teacher team with strong professional knowledge and business ability [6]. A highly competent and high-quality teaching staff is an important factor in major construction, especial for those majors that require relatively high practical operational capabilities. The teacher's knowledge structure maybe a bit kind of obsolete, by studying in a company or participating in actual projects, teachers can constantly update their knowledge structure. Meanwhile, through training and other various channels, it will gradually improve the teachers' professional ability, make them not only have the consciousness of innovation, but also keep up with the times.

The practical projects and cases of enterprises can be fully applied to avoid the problem of separation between teaching and practice. In the cooperation with enterprises, colleges and universities should actively refer to the

relevant evaluation mechanism at home and formulate appropriate talent evaluation mechanism with enterprises' supply.

4.4 Giving full play to the leading role of the government

The government should make full use of their organizational advantages, establish a systematic and reasonable policy system, coordinate the establishment of a school-enterprise cooperation platform, and be a bridge between enterprises and schools. Firstly, the government play role in professional system construction. In the development process of cross-border e-commerce enterprises, talents should not only be trained with professional skills, but also with excellent comprehensive quality. In order to provide excellent business English cross-border e-commerce talents, colleges and universities should first work out a perfect talent training program and realize independent enrollment, training and employment [7]. Therefore, the government needs to shift the policy focus to the professional system construction, and the education department should also organize colleges and universities to integrate educational resources, develop cross-border e-commerce courses, and strengthen the professional construction of cross-border e-commerce. Secondly, it is necessary to standardize the cooperation between schools and enterprises. Currently, the main problem is that both parties do not take the initiative in school-enterprise cooperation. The main reason of this problem is that the responsibilities and obligations of both parties are not clear and it is hard to balance of interests between them. The government should give full play of its leading role to adjust interests between them, strengthen the standardization of implementation, resource allocation, forms of cooperation and other aspects of the establishment of a normative mechanism, to provide necessary guarantee mechanisms for each side. Finally, the government should consider the interests of the students, such as introduce some policies to improve students' enthusiasm to take part in the cooperation project, attach importance to students' mental health, to provide multiple channels for students' employment problem, create a good environment for students learning, employment, etc.

4.5 Improve discipline practice strategies in enterprise

Enterprises are the main demand side for cross-border e-commerce talents. Therefore, enterprises should actively participate in the cultivation of school talents, actively practice policies, and play a valuable role in promoting the in-depth integration between school and enterprise to cultivating high-quality talents. First, enterprises need to clarify their position in school-enterprise cooperation, actively participate in the construction of cross-border business English e-commerce curriculum system in colleges and universities, and put forward suggestions on curriculum setting and teaching. Otherwise, it also crucial for enterprises to optimize their training system, to re-education of their in-service employees, to develop a talent assessment mechanism and incentive system. Only in this way can both sides fully integrate resources and improve teamwork efficiency. Secondly, enterprises should participate in the teaching of college courses and

provide real cases for students. At the same time, excellent mentors in enterprises should appointed to organize training. Enterprises should set up a special team to responsible for collecting enterprise cases, selecting practical projects and communicate with school teachers on curriculum arrangements. They can also arrange the students to have a visit to the factory, in this way they can know more about the produce process of the products, the materials used in the products. As a result, when the students go to work to sell the product, they may be more professional to communicate with the customers and have more confident to deal with customer's questions which related to produce process. Finally, it is about the internship. Internship is important for both students and enterprises. In the last academic year of college students, they must prepare for internship. On the other side, enterprises need to determine the recruitment requirements and job needs. Take full advantage of internship, it will be a win-win situation between students and company if the students are just who the company wanted.

5. CONCLUSION

With the economic globalization today, cross-border e-commerce has gradually become the leading role in promoting China's foreign trade industry. Currently, both the number and quality of business English major graduates are still far from the requirements of the market. By analyzing the deficiency of talent training in business English major, this paper tries to find some ways to innovate and transform the training of cross-border e-commerce business English talents by putting forward the concept of school-enterprise cooperation to resolve them. The concept is of according to the needs of cross-border e-commerce enterprises. On this basis, some feasible suggestions are put forward. In short, we must build a tripartite cooperation among school, enterprises and industry, optimize the talents training goal and the training platform, build the double-qualified teacher team under the background of university-enterprise cooperation, and finally provide qualify graduates for the sustainable development of cross-border electricity enterprise in our country.

REFERENCES

- [1] Xue Dan, Lu Yulong, Yang Rongguang. Research on the Demand Analysis and Cultivation Strategy of Cross-border E-commerce Talents for enterprises [J]. Market Modernization, 2020(13):27-29.
- [2] He Hongli. Exploration and Practice of the "Two-body" cooperative training model for Cross-border E-commerce talents [J]. Journal of jiamusi vocational college, 2020, 36(03):151-152.
- [3] Dai Minghua, Fan Xiaonan, Guo Fang. Research on the Innovation of school-enterprise Cooperation Cross-border E-commerce Talent Cultivation Model [C]. Liaoning Higher Education Association. The second Prize of outstanding Papers of 2017 Academic Annual Conference of Liaoning Higher Education Association. Liaoning Higher Education Association: Liaoning Higher Education Association, 2017:322-331.

[4] Xiao Cun. Cultivation path of Cross-border E-commerce Business English talents under the background of "Internet +" [J]. *The marketing world*, 2019 (42): 238 + 250.

[5] Luo Hanyu. Thinking of Business English Learners based on "Global Competence" [C]. China Global Culture Press, And Huajiao Innovation (Beijing Culture & Media Co., LTD.). Proceedings of the 2020 South China Expo Academic Symposium (I). China Global Culture Press, Huajiao Innovation (Beijing) Cultural Media Co., LTD., 2020:84-87.

[6] Liu Jianhua, Zhang Rongjian, Xiao Pu. Brief Analysis on the Cultivation of Compound Business English talents [A]. *Foreign Language Education and Innovation in Translation Development* (Vol. 7) [C], 2018:3.

[7] Zhang Wenhao. Application of Business English in Cross-border E-commerce [A]. *Intelligent Learning and Innovation Research Committee of China Society of Intelligent Engineering*. Committee of Intelligent Learning and Innovation Research, China Society of Intelligent Engineering, 202:7.

Research on The Cultivation of Primary School Students' Cooperative Consciousness and Ability in Sports Game Teaching

Benyu Feng¹, Yuting Zhao¹, Gang Zhao²

¹School of Physical Education, Shanxi University, Taiyuan, Shanxi 030006, China

²Qintai Mingde Primary School, Shanghangkoutou Town, Xingtang, Hebei 050601, China

Abstract: Sports game teaching combines sports and games organically, and becomes an important part of physical education teaching process. Through literature review, questionnaire survey, wechat interview, mathematical statistics, and other research methods, 558 primary school students were investigated. It was found that sports game teaching can effectively cultivate students' sense of cooperation and ability. In the choice of sports games, students prefer outdoor games of multi person cooperation, such as outdoor expansion games, ball games and so on. When choosing ball games, the games of confrontation in the same field are more popular than net separated competition.

Key words: Sports game teaching method; Cooperative consciousness; Cooperative ability

1. INTRODUCTION

With the continuous reform of curriculum standards and the priority given to education by various departments of the country, all walks of life attach great importance to students' education. Under the influence of the national "family planning" policy and concept, today's domestic family structure is mostly one-child, resulting in students always self-centered, lack of cooperation consciousness and ability. However, the sense of cooperation is one of

Table 1. Basic information of respondents

Gender(n=558)	Number of people	Proportion	Age(n=558)	Number of people	Proportion
male	270	48.39%	11 years old	59	10.57%
female	288	51.61%	12 years old	499	89.43%

Due to the immature psychological and ideological development of lower grade students, they can not accurately judge the "sense of cooperation and cooperation ability". If parents fill in the questionnaire on their behalf, there will be a certain subjective tendency. Therefore, in order to ensure the effectiveness of the survey results, the sixth-grade students with more mature psychological and ideological development are selected as the survey objects.

2.2 Research methods

2.2.1 Questionnaire survey method

During the period of epidemic prevention and control, it is not convenient to carry out paper-based questionnaire survey. Therefore, the questionnaire "cultivation of cooperative consciousness and ability of primary school students in sports game teaching" was designed by questionnaire star, which was distributed and recovered

the four consciousness which is paid attention to in the process of physical education teaching. It is the basic requirement of the new curriculum standard for physical education to cultivate students' cooperative consciousness and ability [1]. Sports games as an important means of physical education teaching, in line with the psychological characteristics of primary school students curious, active, but students in sports games are often in the form of a group, students lack of cooperation consciousness will lead to the disintegration of the group, poor cohesion, is not conducive to the further development of physical education [2], so it should be integrated into the sports game teaching. In order to cultivate students' cooperative consciousness and ability and promote the all-round development of students' morality, intelligence, physique, beauty, and labor.

2. RESEARCH OBJECT AND METHOD

2.1 Research object

Taking the cooperative consciousness and ability of primary and secondary school students in sports game teaching method as the research object, 558 sixth grade students were randomly selected as the investigation objects. The basic information of the respondents is shown in Table 1.

on wechat platform. A total of 600 questionnaires were distributed and 573 were recovered, with the recovery rate of 95.5%, including 558 valid questionnaires and 15 invalid questionnaires, with an effective rate of 97.38%. The reliability and validity of the questionnaire were tested.

2.2.2 Documentation method

According to the research direction and research content, through CNKI, we searched and screened the relevant literature on the topics of "sports game teaching", "cooperative consciousness", "cooperative ability", and then summarized and sorted out the relevant literature, which laid a theoretical foundation for the writing of the paper.

2.2.3 WECHAT interview

After the questionnaire was collected, 20 students were randomly selected from the effective questionnaire to

interview through WECHAT voice to understand the situation again, so as to ensure the validity of the collected data.

2.2.4 Mathematical statistics

In order to explore the relationship between the teaching method of sports games and the cultivation of students' cooperative consciousness and ability, the effective questionnaires were sorted out, counted and analyzed by Excel software.

3. RESULTS AND ANALYSIS

3.1 Overview of sports games

Sports game is a kind of entertainment activity with physical participation as the media, and its most essential feature is interest. It allows students to feel the fun of sports and bring people satisfaction and sense of achievement in the process of games. At the same time, students can get continuous physical and psychological training and progress [3]. In addition, by using the educational characteristics of sports games, students can be inculcated with correct ideas, such as team consciousness, cooperation consciousness and competition consciousness, so that students can gain more beneficial knowledge and truth in the special learning environment and learning methods. In the design of sports games, we should keep the concept of continuous innovation, combine with the characteristics of students' physical and mental development, select the most suitable game content, and at the same time, take the cultivation of students' various consciousness as the teaching goal, and achieve effective teaching effect through the sports game teaching mode.

3.2 Ways to cultivate cooperative consciousness in sports game teaching

3.2.1 Create situations and trigger autonomous learning

Situational teaching is that teachers create appropriate classroom situations according to the teaching content or project, so that students can better understand the teaching content in the situation, and thus arouse students' curiosity and learning desire, actively participate in sports games and explore initiative. Combined with the happy atmosphere of sports games, it can increase the sense of game experience and make students feel it more easily. The knowledge and spirit to be conveyed.

3.2.2 Concept guidance, experience the fun of cooperation

Whether students are willing to cooperate with their classmates depends on whether they have correct self-awareness. After students have a correct understanding of themselves, they can adjust their words, deeds and decisions appropriately [4]. In the teaching of sports games, the guidance of the concept of cooperation for students, so that students can experience the fun of cooperation in the process of games, so that students are willing to actively participate in sports games, which is conducive to the cultivation of students' sense of cooperation and ability.

3.3 Analysis of students' cognition of cultivating cooperative consciousness and ability in sports game teaching

Sports game teaching is an important part of physical

education. It is also the development trend of teaching in primary and secondary schools. It is also an important way to cultivate students' cooperative consciousness and ability. It is an important goal to cultivate students' spirit of unity and cooperation, mutual help and team consciousness in game teaching. Table 2 shows that 98.57% of the students think that sports game teaching can cultivate the spirit of cooperation. Therefore, in sports game teaching, physical education teachers should pay more attention to the cultivation of students' cooperative consciousness.

Table 2. Students' cognitive investigation on cultivating cooperative consciousness and ability in sports game teaching

Cultivate the spirit of cooperation(n=5589)	Number of people	Proportion
can	550	98.57%
no	8	1.43%

From the aspect of physical education, sports games bring students not only the improvement of sports ability and sports technology, but also play an important role in the sense of cooperation and tenacious fighting spirit of students, and plays an indispensable role in the psychological development of primary school students. According to the survey (see Table 3), the most important thing for students to gain in sports game teaching is the cultivation of cooperative consciousness, accounting for 68.10%, followed by the development of sports ability, accounting for 62.37%. Therefore, sports game teaching can be used as an effective way to cultivate students' cooperative consciousness and ability.

Table 3. Students' harvest statistics in sports game teaching

Harvest(n=558)	Number of people	Proportion
Cultivate a sense of cooperation	380	68.10%
Developed athletic ability	348	62.37%
I learned sports skills	238	42.65%
Cultivate the spirit of indomitable struggle	334	59.86%
It cultivates attention	226	40.50%
Developed sports intelligence	274	49.10%

3.4 Comparative analysis of students' favorite sports game environment and form

The teaching environment of physical education mainly includes indoor and outdoor. When teaching students the relevant theoretical knowledge of sports health or affected by special weather, they will choose indoor physical education, and the rest will choose outdoor physical education. Table 4 shows that the number of students who like outdoor physical education is more, accounting for 86.92%. This survey result is in line with the students' lively and active psychological characteristics. Therefore, we should pay attention to the design of outdoor sports games in the teaching process of sports games. In addition, table 4 shows that students prefer cooperative games (88.35%) when choosing the

form of sports games, and only 11.65% like personal games. In cooperative games, the number of people who like multi player cooperative games is more than that of two-person cooperative games, accounting for 71.51%.

Therefore, in the process of sports game teaching, we can increase the number of cooperative games, enhance students' interest in sports, and cultivate students' awareness and ability of cooperation.

Table 4. Investigation and statistics of sports game environment and form that students like

Sports game environment(n=558)	Number of people	Proportion	Forms of sports games(n=558)	Number of people	Proportion	
indoor	73	13.08%	Personal games	65	11.65%	
outdoor	485	86.92%	Cooperative games	They work together	94	16.84%
—	—	—	Multi person cooperation	399	71.51%	

3.5 Comparative analysis of students' favorite sports games

Sports games are sports-based content, the main purpose is to improve physical health and entertainment, and in a special form of an activity [5]. There are various types of sports games. According to the survey of primary school students' favorite sports games (see Table 5), primary school students prefer games with team cooperation. Among them, outdoor expansion games (team) sports games are the most popular, accounting for 60.93%, followed by basketball games of team cooperation (28.85%) and gymnastics games (26.70%), but swimming games and track and field games were less popular, accounting for 8.06% and 15.59% respectively. In the ball games of team cooperation, the number of people who like the game of confrontation in the same game is more than the number of people who like net separated competition.

Table 5. Investigation and statistics on the types of sports games students like

Types of sports games(n=558)	Number of people	Proportion
Swimming games	45	8.06%
Track and field games	87	15.59%
Gymnastics games	149	26.70%
Volleyball game	121	21.68%
Basketball game	161	28.85%
Outdoor expansion game (team)	340	60.93%

4. CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

4.1.1 Sports game teaching is a teaching method in line with the psychological and physiological characteristics of primary school students. It can be used as an effective way to cultivate students' cooperative consciousness and ability. In addition, it can also cultivate students' indomitable spirit, attention, and sports intelligence through sports game teaching.

4.1.2 In sports game teaching, outdoor game teaching is more popular with students. Cooperative game is more popular than individual game when choosing game form. 71.51% of students like multi player cooperative game.

4.1.3 There are various types of sports games. In the selection of game types, outdoor expansion games and cooperative games are more popular. In the cooperative ball games, the same field confrontation games are more popular than net separated competition.

4.2 Suggestions

4.2.1 In the innovation of sports games, based on ensuring the safety of students, we can choose to integrate new elements such as cooperation, combine with the psychological characteristics and physical development characteristics of students, and innovate the content of sports games with characteristics. Through the innovation of the game, students' interest in sports and participation initiative can be promoted. What students can gain in sports game teaching is not only the improvement of sports skills, but also the cultivation of students' cooperative consciousness and ability, tenacious struggle, and other spirit.

4.2.2 In the process of sports game teaching, we should strengthen the connection with other subjects [6], form a more comprehensive system, apply the sense of cooperation to the teaching of various subjects, run through the whole teaching process of students, and promote the cultivation of students' cooperation consciousness and cooperation ability from many aspects.

4.2.3 Improve the evaluation mode of physical education teaching, select the evaluation mode in line with the sports game teaching, increase the evaluation elements, and avoid the traditional single sports skill evaluation. In addition, students can participate in the evaluation process, from the teacher to student evaluation, students to their own evaluation and students to students and other aspects of evaluation, to increase the comprehensiveness of the evaluation.

REFERENCE

- [1] Ma Nan. A preliminary study on developing cooperative teaching in physical education to cultivate students' cooperative consciousness and ability [J]. Road to success, 2019 (35): 41-42.
- [2] Chen Shimin. On the design of sports games in Junior High School Physical Education [J]. XUEZHOU, 2020 (10): 151-152.
- [3] Ge Haochen. Experimental study on the effect of sports games on the physical fitness of grade three pupils [D]. Capital Institute of physical education, 2019.
- [4] Wang Qiang. Research on cultivating students' cooperative consciousness in primary school physical education [J]. Youth sports, 2019 (11): 98-99.
- [5] YAO Weiguo. Sports games [M]. Beijing: People's sports press, 2014.
- [6] Wang Youfa. Analysis of primary school sports

Research on The Improvement of Innovation and Entrepreneurship Ability of Art Majors in Colleges and Universities

Qianqian Gao, Zhishuai Shi
Taishan University, Taian 271000, Shandong, China

Abstract: According to the survey in 2017, the number of college graduates in China reached 8 million, an increase of 300000 over the previous years. This has exposed the problems existing in the market, such as market saturation, the increase of talents, the change of employment structure, and so on, which has become prominent year by year, making art college students face the situation of no employment. Therefore, we should change the teaching mode, further improve the education system, to improve the innovation and entrepreneurship ability of college students. In this paper, combined with the entrepreneurial characteristics of art college students and the problems existing in the cultivation of entrepreneurial ability of art college students, this paper discusses the path to improve the innovation and entrepreneurship ability, hoping to provide some constructive suggestions for it.

Keywords: Art Colleges and universities; College students; Innovation and entrepreneurship ability; Promotion research

1. INTRODUCTION

With the country's attention to talent training, colleges and universities began to expand enrollment, and higher education has also been widespread, as well as the above data survey, the scale of university graduates is huge. This also makes it difficult for art graduates to find jobs. Therefore, in the face of these problems, we should start from the root, the first is to change teaching ideas; the second is that teachers' professional level needs to be improved; the third is that students' own development needs to be improved, so as to solve the problems step by step, and improve the innovation and entrepreneurship ability of art graduates.

2. ENTREPRENEURIAL CHARACTERISTICS OF ART COLLEGE STUDENTS

2.1 Characteristics of specialties set up in art colleges and Universities

The specialties set up by art colleges and universities have strong practicability and practicality, which can provide experience for students. Moreover, many students have participated in cultural training, competition, design, performance, collecting styles and creation and other community activities in school, which have accumulated enough experience for innovation and entrepreneurship, and have objective access to training opportunities. In the employment reports of art students in recent years, we can see that they participate in a

variety of activities, and according to the data show that most of the students are engaged in the professional or professional related work after graduation. Therefore, the career direction of students is relatively fixed, and the employment goal is relatively unified [1, 2].

2.2 Entrepreneurial advantages of Art College Students

Because art college students are outstanding in character, they have the innovation and exploration of entrepreneurship. At the same time, they also belong to people who do not like to be bound, so they have strong subjective consciousness in employment and are not easy to find a job. It is precisely for this reason that it provides conditions for entrepreneurship. In addition, the state vigorously promotes the cultivation of Arts, which also provides opportunities for it.

2.3 The factors influencing the entrepreneurship of Art College Students

There are three factors that affect the entrepreneurship of art college students. The first is personal factors. Generally, the students who choose art major are because of their love or interest. Of course, they also hope to continue to work in related majors when they graduate. However, due to the saturation of the market, many students do not have the opportunity to work and start their own business. The second is family factor, because of family outlook Education can affect students' employment concept. Many families also hope that students can realize their own value by starting a business. Therefore, parents' encouragement gives students confidence. On the other hand, art majors have a large investment. Generally, students with rich families can choose. Even when they start a business, parents can give some financial help. Third, social factors, such as social factors, can help students to achieve their own values the cost of education is not directly proportional to salary income, which leads to college students to choose entrepreneurship to achieve the purpose of making money.

3. PROBLEMS EXISTING IN THE CULTIVATION OF ENTREPRENEURIAL ABILITY OF ART COLLEGE STUDENTS

3.1 Pay attention to professional knowledge and ignore comprehensive ability and quality

The most important thing for art majors is to improve their skills, which directly leads to the decline of students' comprehensive quality. Art students are on the way to improve their skills in school except for public and necessary courses. Therefore, this kind of situation will cause the disconnection with the society, and naturally it

is difficult to find a job after graduation. In addition, there are also problems in the setting of art majors, lack of regional cultural characteristics.

3.2 Lack of mastery and reserve of entrepreneurial basic knowledge

It's not good to start a business by just relying on a cavity of passion. It also requires professional knowledge and experience. According to the teaching plan of College Students' career development and employment guidance course, teachers are required to combine the three contents of "employment guidance", "professional quality improvement" and "career planning and development planning". However, in the actual teaching, these ideas are not implanted into it, and the main way is to improve skills. Most colleges and universities only set up for students one year before graduation, these one-sided learning is not enough for students to understand entrepreneurship.

3.3 Constrained by traditional entrepreneurial ideas

Entrepreneurship wants to succeed, not in the investment of funds, the key point is in the innovation of ideas. However, most students will be bound by the traditional entrepreneurial model, mainly small studios, training and education institutions, and only consider how to adapt to the market and how to meet the public, which also makes students encounter obstacles in their own entrepreneurship.

3.4 Insufficient understanding of risk

Entrepreneurial risk refers to the loss of some behaviors of entrepreneurs when they make investment. Risk is ubiquitous and objective. It can be reduced through scientific evaluation whether from macro or micro perspective. Art graduates, due to their lack of experience, are likely to bear the loss caused by risks. Moreover, they are easy to follow the crowd, have no ideas of their own, and often end up in failure. Also, because just graduated, has the passion at the same time, the heart bears the ability is insufficient, so the successful case is very rare.

4. Ways to improve the innovation and entrepreneurship ability of art college students

4.1 Cultivate the entrepreneurial concept of art college students keeping pace with the times

The entrepreneurship education in art colleges and universities should be in line with the development of the times. First, we should establish a teaching system and carry out reform for innovation, and pay attention to the changes of the society, and combine the curriculum and art perfectly. Secondly, we should change the concept. According to the employment report of college students, we can see that the reason why we can't find a job is because it is contrary to the actual society. Although skill upgrading is important, it can't be over developed. It's better to make the time reasonable Use. In addition, entrepreneurship education in Colleges and universities should relate to professional education, to promote the development of students in all aspects.

4.2 Improve the comprehensive quality of Art College Students

Nowadays, the competition of art talents not only needs to strengthen the professional skills, but also to improve the comprehensive ability. But at this stage, the development of professional courses has been unable to keep up with the progress of the times. Therefore, in the following teaching, professional ability and comprehensive quality should be improved at the same time, and the Education Bureau requires that colleges and universities can no longer have the idea of "temporary cramming", and some provisions of "employment guidance", "professional quality improvement", "career planning and development planning" should also be actively carried out.

4.3 Setting up basic courses related to entrepreneurship

At present, the lack of entrepreneurial knowledge reserve is a key factor, which leads to the failure of students' Entrepreneurship and the low success rate. Due to the late development of entrepreneurship education in China's colleges and universities, there will also be disadvantages. For example, in practical application, there will be obstacles due to lack of experience, and a lot of time will be spent in the exploration, so that the students who are busy with their studies are more at a loss. However, there are also advantages at that time. For example, some successful experiences can be used by colleges and universities to avoid mistakes again. Since it is necessary to set up courses related to entrepreneurship, schools should prepare students for market changes and trends in advance, to help students improve the entrepreneurial rate.

5. CONCLUSION

To sum up, it is a research on the improvement of innovation and entrepreneurship ability of Art Majors in Colleges and universities. We can see the shortcomings of students and schools at the present stage. In the face of these problems, we should solve them in a scientific and reasonable way. In this paper, we mainly elaborate several ways to improve, hoping to help colleges and universities.

ACKNOWLEDGEMENTS

Tai'an City office of philosophy and social sciences, Research on The Spirit of "Picking up the Mountain" of Mount Tai and the Improvement of Innovation and Entrepreneurship Ability of Art major college students in Tai'an (2020skx026).

REFERENCE

- [1] Chen Jinchuan. Research on the improvement of innovation ability of art design majors in adult colleges [J]. Art review, 2016 (21): 186-188.
- [2] Ding Jie. Research on the cultivation mode of innovation ability of art and Design Majors in finance and Economics Universities [J]. China National Expo, 2019 (04): 66-67.

Information Teaching and Practice of Higher Vocational Architecture Courses

Peiliu Zhao

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

Abstract: With the progress of the times, the continuous development of science and technology, information technology has been widely used in all aspects of life, in modern education, of course, the use of information technology. Today with the continuous development of information technology, information-based teaching has gradually become the development direction of modern education. The application of Internet technology in specific teaching effectively solves the problems that cannot be solved by traditional teaching methods. Therefore, information-based teaching mode is increasingly favored by vocational college teachers. The use of information-based teaching mode to explain architecture related courses can better create a visual and readable teaching environment, which can not only enhance students' interest in learning related courses, but also help students cultivate their professional ability. In this regard, this paper combines with the application of information technology teaching in higher vocational education, and takes the related courses of architecture as an example for in-depth analysis, hoping to provide some reference suggestions for teachers of Higher Vocational architecture teaching.

Keywords: Architecture courses; Information teaching; Practice

1. INTRODUCTION

With the development of the times, the use of information technology to carry out teaching activities has become the inevitable trend of the development of the times, and information teaching is also the core of efficient teaching for teachers today. In this regard, the state has also clearly proposed in the curriculum reform that teachers should improve the level of information-based teaching, encourage students to use information technology for autonomous learning, and master the ability of using information technology to analyze and solve problems. In today's era, the fundamental purpose of information-based teaching is to promote students' better development. Therefore, teachers should learn to use modern information technology, collect the resources of relevant courses comprehensively, and give full play to the advantages of information-based teaching, to achieve better teaching effect.

2. THE PREMISE OF EFFECTIVE DEVELOPMENT OF INFORMATION TEACHING

2.1 Teachers should have professional skills and rich teaching experience

In carrying out specific teaching activities, teachers need to have skilled professional skills and rich teaching experience, which are the important premise of high-

quality classroom. Skilled professional skills can help students solve the problems encountered in practical operation, so that students can better master the practical skills of related courses. Rich teaching experience can ensure the quality of the classroom, better guide students, ensure the efficiency of students' learning knowledge, to achieve the expected teaching objectives [1-3].

2.2 Teachers can use information technology

In the modern classroom, if teachers want to carry out modern teaching, they must master certain information application technology, be good at integrating information technology into specific teaching activities, to improve teaching effect and cultivate students' information thinking. In the process of modern information-based teaching, the function of information retrieval can meet the needs of teachers for teaching resources to a great extent. Therefore, it is an important basis for teachers to master the information retrieval and acquisition function of information technology to realize information-based teaching.

2.3 Are the software and hardware conditions of the school synchronized

In the process of carrying out the information-based classroom, if we want to carry out the information-based teaching work more smoothly, it requires the school to meet the needs of information-based teaching in terms of software and hardware. Therefore, the school should strive to create an information-based teaching environment, so that network facilities can effectively cooperate with teachers to carry out information-based teaching activities. From the perspective of practical teaching work, the main factors affecting the information-based teaching are as follows: the application degree of information technology, the degree of students' acceptance of information-based teaching, the use of information-based teaching tools and so on. In the actual classroom, teachers' application of information technology to carry out teaching activities helps to better guide students to learn, thus improving the quality of teaching, and ultimately realizing the mutual benefit of teachers and students [2].

3. ADVANTAGES OF INFORMATIZATION TEACHING IN ARCHITECTURE COURSES

In the actual teaching, compared with other courses, architecture related courses are more comprehensive and have high professional requirements, which have higher requirements for students' professional knowledge and application ability. Therefore, in order to comply with the requirements of Vocational Education in the new era, architecture related courses must develop in the direction of modernization. In the process of development, we

should learn to use modern information technology to make knowledge easier to understand. Information teaching mode can better mobilize students' interest in learning, effectively stimulate students' enthusiasm for learning, better promote collaborative learning among students, and play an important role in cultivating students' ability to analyze problems independently, to achieve better teaching effect.

4. DIFFICULTIES OF INFORMATION TEACHING

4.1 Expand the teaching content and promote the continuity of teaching process

Teachers in the information education, generally use the network to teach, the classroom content for a new design, add some teaching links, such as homework layout, online Q & A, etc. Teachers should update the concept of information-based teaching, so that network information resources can be fully utilized, and can also use the retrieval function of network information to obtain teaching resources comprehensively. The combination of information resources and information-based teaching means can improve the learning effect of students and enable teachers to better arrange the course content, to facilitate students' learning.

4.2 Strengthen the integration of information technology and traditional teaching methods

Information teaching is mainly to use multimedia technology and network information technology for teaching, such teaching has a more efficient learning effect, but also makes teaching methods become more diverse, can also borrow the means of information teaching to break through the difficulties of conventional teaching, which has great benefits to optimize classroom teaching. Teachers should combine this teaching method into the classroom, and make use of the advantages of this teaching method to achieve complementary advantages, so that students can acquire knowledge more effectively.

5. PRACTICE OF ARCHITECTURAL COURSES

5.1 Teaching analysis

Teachers should analyze the teaching content. Architectural composition and construction concept are the core of Architectural Specialty. Teachers should use information technology to design the classroom content, and make a comprehensive arrangement of students' learning situation, so that students can master all the knowledge points of Architectural Specialty, and re plan the key points of teaching, so that students can according to their own shortcomings, Master the relevant architectural knowledge.

5.2 Teaching strategies

The teacher's main strategy is to let the students' learning situation achieve the teaching goal. The main purpose is

to improve the efficiency of students' learning, but also in the dynamic teaching planning of teaching methods, teachers can in the campus network, let students complete the composition. Teachers should make full use of the basic engineering skills in the information-based architecture classroom, combine the traditional teaching methods with the information-based education, so that students can learn more comprehensively.

5.3 Teaching process

The teaching process can be divided into three stages, the first stage is the pre class stage, the use of network classroom technology to enable students to preview classroom knowledge in advance, so that students can have the concept of independent thinking before teaching, use a unique way to face problems, and solve problems, so that students can better accept new knowledge. After that, the teacher borrows the designed classroom content to teach students, which can help students better grasp the relationship between the old and new knowledge, and strengthen the knowledge they have learned. Finally, it is the after-school stage, using information technology to let students complete the topic of the platform through software, but also allow students to compete, which can not only consolidate knowledge, but also achieve further expansion. We can also use learning software to test the learning effect of students.

6. CONCLUSION

With the rapid development of modern science and technology, information technology has been popularized in the education industry. Higher vocational teachers should make good use of information technology to enrich teaching content, innovate teaching methods, create more efficient classroom, to arouse students' interest in learning and ultimately achieve the purpose of improving teaching quality.

REFERENCE

- [1] Ma Ligeng [1], research on the current situation and practice of informatization application of Architecture Specialty in Higher Vocational Colleges [J]. *Wireless Internet technology*, 2019, 0 (4).
- [2] Deng Xiao [1], teaching reform of hydraulic structure course in Higher Vocational Colleges Based on flipped classroom [J]. *Regional governance*, 2019, 0 (10).
- [3] Li Ruipu [1], Wang Qun [1], Xu Chun [1], teaching transformation and realization path of Higher Vocational Engineering Cost Specialty under the background of artificial intelligence [J]. *Journal of Shenzhen Vocational and technical college*, 2020, 19 (3).

Research on Mixed Teaching Reform of Logistics Operations Research

Jiang Zou, Yujia Chen

City College, Southwest University of Science and Technology, Mianyang, Sichuan 621000, China

Abstract: With the continuous development of higher education in China, hybrid teaching as a new teaching mode has been widely applied to economic management major. As a professional course of economics and management, logistics co-ordination can effectively improve the teaching effect of logistics overall planning course, enhance students' interest in learning, and improve teaching quality. This paper discusses the problems existing in the teaching of logistics as a whole, and explores the application strategy of mixed teaching mode in operations research.

Keywords: Logistics operations research; Teaching reform; Online and offline hybrid

1. INTRODUCTION

With the development of global economy and service economy in the world, logistics industry, as a new service industry, is rising rapidly all over the world. In the process of the development of logistics industry, the demand for excellent management professionals is also increasing rapidly, which requires managers to scientifically plan, regulate and control the material flow, personnel flow, information flow and energy flow, and strive to create the maximum time and space benefits. Logistics operations research knowledge can effectively solve these problems [1-3].

2. CHARACTERISTICS OF LOGISTICS OPERATIONS RESEARCH

In the major of operations research, students not only need to learn logistics professional knowledge, but also have higher requirements for students' mathematical knowledge and computer knowledge

Abstract the practical reasons: because appear in practice, operations research can abstract them, establish corresponding mathematical models or simulation models, through the analysis and research of the models, borrow certain mathematical calculation to find the best strategy to solve the problem.

Quantitative analysis: operations research uses its own computing model ability to conduct quantitative analysis on data models, sort out and understand the key issues of the event, provide effective reference for decision makers, and promote the implementation of the scheme.

3. STRATEGIES FOR CONSTRUCTING MIXED TEACHING MODE IN LOGISTICS OPERATION RESEARCH TEACHING

The mixed teaching can innovate the teaching class of logistics operation research through the transformation of teaching content, preparation and teaching method. In this way, students' enthusiasm and interest in logistics operation research can be improved. Optimize the

teaching design of logistics operation research, so as to improve the students' logistics practical ability.

3.1 using Internet to prepare lessons

The teacher combines the problems existing in the logistics operations research with the current teaching content, formulates the teaching plan, looks for the suitable teaching materials, and the selection of teaching materials should conform to the actual situation of students and teaching purposes. Then record the teaching video of logistics operations research and design the stage tasks in classroom learning. For example: introduce the materials of logistics operations research in the actual logistics enterprise cases in the classroom, release the learning tasks in the early stage, let the students collect market cases, and then send their opinions and opinions on the transportation cases to the teachers. The logistics operations research teachers combine the market background and learning contents of the actual cases to create teaching courseware.

3.2 teaching through offline classroom

In the course, logistics operations research teachers record courseware video before playing, and then lead to the task of collecting practical cases. By analyzing the construction and application of operational research model in practice, the key points and calculation methods of model construction are introduced. Let students learn the key factors of data model construction and the key points of calculation and analysis in practical cases, and be familiar with the characteristics of operation research applied in actual logistics cases. Then through the group study of the practical case point of view score, to find out the problems of students in the classroom, through the market logistics case, expand students' vision.

3.3 review and consolidate online after class

After class, teachers put forward reasonable suggestions on the data model and calculation results constructed by students through the teaching platform. Students get the teachers' modification opinions in time. In the process of modifying the solutions, students have different opinions and can communicate with the teachers in time through the communication platform. If necessary, they can have more than one Students and teachers participate together.

4. CONCLUSION

With the rapid development of China's logistics industry, colleges and universities need to cultivate many creative and applied logistics talents. In the teaching process of logistics operations research, college teachers should focus on training students' ability to solve practical logistics management problems and innovation ability.

ACKNOWLEDGEMENTS

Research on teaching reform of Logistics Operations

Research based on online and offline mixed teaching mode- take City college, southwest university of science and technology as an example, project from logistical learned society of China, No. of fund: JZW2020231.

REFERENCE

[1] Wang Juan, Zhang Yinggui, Jiang Yuxuan. Practice teaching status and innovation reform path of logistics operation research [J]. China logistics and procurement, 2020 (03): 37-38.

International Journal of Education and Technology

[2] Ding Yuzhen, Ning Pengfei. Application of operational research knowledge during cross border e-commerce logistics management [J]. Modern business industry, 2019,40 (32): 45-46.

[3] Li Chunhong, Gao Huihui. Discussion on the teaching design and practice of logistics operations research in Higher Vocational Colleges [J]. Journal of Guangdong Institute of light industry, 2017, 16 (04): 50-54.

On the Classroom Teaching Design of Course of Manas

Abduwaili KEREMU

School of Chinese Ethnic Languages and Literature, Northwest MINZU University, Lanzhou, Gansu 730030, China

Abstract: The three epics of ethnic minorities are precious treasures in the treasure house of Chinese folk literature. Manas of Kirgiz is one of the heroic epics, which is called three heroic epics together with the biography of King Gesar and Jianger. The special lecture of Manas is an elective course for the whole university. The teaching of Manas is a universal education in the process of inheriting and carrying forward the excellent traditional Chinese culture. Starting from the classroom practice, we should design some specific teaching methods and teaching methods, and put forward our ideas of education and teaching reform.

Keywords: Manas; Epics; Pedagogy

1. INTRODUCTION

Manas is one of the three great epics in China, which is an integral part of Chinese excellent traditional culture. We have opened a professional elective course of "special lecture on Manas" for the undergraduates of university, which mainly teaches the formation, development, and evolution process of the hero "Manas", specifically the character image, theme idea, narrative structure, and aesthetic appreciation of "Manas" features and language art. While teaching, we have designed the main links of the course, such as teaching content, teaching methods and teaching assessment. We will discuss the basic ideas and steps of classroom teaching of this course.

2. THE TEACHING CONTENT OF MANAS

Manas is a Kirgiz heroic epic with a long history and rich contents. The epic of Manas is vast in length and scale, only 8 parts of which are sung by Jusup Mamay, the great singer of Manas in China, with a total of 232,000 lines. Manas refers to the whole epic in a broad sense and the first one in a narrow sense. Different from the Tibetan epic "the legend of King Gesar" and the Mongolian epic "Janggar", the epic "Manas" is not a hero, but a family of eight generations. The whole epic is named after the hero in the first one. Manas mainly tells the story of the Kirgiz people who are brave to work hard to create a better life and praise great love. It is divided into 8 parts. In 2006, the State Council approved Manas to be listed in the first batch of national intangible cultural heritage list, and in 2009, Manas was listed in the world oral and intangible cultural heritage list [1-7].

Our teaching content of Manas mainly includes three aspects: first, the generation, development, collection,

and arrangement of Manas and the research status at home and abroad. Second, the text research of Manas, that is, the theme, motif, characters, story structure, aesthetic characteristics, and language art of the epic Manas. Thirdly, the study and performance of the singer of Manas, the participation of the audience, the folk belief, folk custom, and comparative study of the epic Manas are introduced. Between 1984 and 1994, the editorial committee carried out the work of editing and publishing the epic materials of Manas. In 1995, all 18 volumes of 8 parts of Manas books were officially published.

2.1 Main contents of Manas

From the legend of the Kirgiz and the ancestors of the Manas, it has always sung the battle of Manas leading the people against the dark rule of Kalmaq and Khitans. The first part of Manas is also the most wonderful part. It narrates the achievements of the first generation of heroes Manas who unite the scattered tribes and the enslaved people of other nationalities to resist the rule of Kalmaq and Khitan.

The second part "Semetey" narrates that after Manas died, his son Semetey inherited his father's inheritance and continued to struggle with Kalmaq. Because of being killed by the rebellious Kanjolau, the Kirgiz people once again fell into the miserable situation of Kalmaq rule;

The third part, Saytek, describes the heroic achievements of the third generation of heroes, Saytek, son of Saytek, who severely punishes the traitors, expels the foreign enemies and reinvigorates the Kirgiz; The fourth part, Kenanem, narrates that Kenanem, the son of the fourth generation hero Saytek, eliminates internal troubles, severely punishes Evil Heroes and creates a stable life for the Kirgiz people; The fifth part "Seyt", about Sait, the son of the fifth generation hero Kenanim, who killed the demons and killed the people; The sixth part is about the death of Asilbacha and how his younger brother, Bekbacha, inherited the cause of his ancestors and his brother, and continued to struggle with Kalmaq's rule; The seventh book, Sombilek, tells how Sombilik, the son of the seventh generation hero Buick bacha, defeated the generals of Kalmaq, Tangut and Manget and expelled the foreign plunderers; Qigetay, the eighth novel, narrates the heroic performance of Qigetay, the son of Sombilek, the eighth generation hero, in the struggle with the returning Kalmaq predators. Each part of the epic can be made into an independent part, the content

is closely connected, and the front and back care together constitute a heroic epic of great scale.

We will give students a systematic lecture on the images of the eight heroes in Manas, Semetey, Seitek, Kenanim, Seyt, Bekbachia, Sombileck and Chigitai, as well as the characters of their warriors, Bakai, Alembert, Chuwak. At the same time, we will teach the patriot of Manas Righteousness, heroism and populism. From the perspective of narrative time and space, narrative structure and narrative focus, we will talk about the narrative characteristics of Manas, and discuss the tragic beauty and sublime beauty of the epic of Manas from the perspective of aesthetics.

2.2 The folk custom of Manas and its comparative study

Manas is an encyclopedic epic of Kirgiz nationality, covering a wide range of contents, including not only ancient history, language and culture, literature and art, astronomical calendar, medical witchcraft, folk beliefs and customs. From the perspective of folklore, we teach the food folk custom, clothing folk custom, housing folk custom, traffic folk custom, folk belief, and folk games in Manas. In the epic of Manas, there are a lot of folk phenomena such as memorial ceremony, wedding ceremony, horse racing, taking sheep and so on. From them, we can see the customs and the way of life and production of the ancient Kirgiz. We also elaborate the folk belief culture of nature worship, totem worship, ancestor worship, rain seeking ceremony and child seeking custom.

There are many similarities between the motif structure of the epic Manas and the plot units of the other two epics, jiangner and Gesar. All these heroes are heroes with extraordinary powers, who are invulnerable, and all of them are gentlemen and heroes who are killed by the people. Their growth has many similar experiences and difficulties, but they overcome them with extraordinary wisdom and strength, and finally complete the arduous task for the benefit of the people. We compare Manas with Homer's Iliad and Odyssey, and compare them from the aspects of character image, story structure, theme paradigm and oral formula, to sort out the basic principles of epics and the law of CO creation for students.

3. TEACHING METHODS OF MANAS COURSE

3.1 Lecture

When teaching the special lecture course of Manas, we mainly adopt the teaching method of one lecture for one class and one lecture for one article. We have made 8 multimedia courseware, including the overview of Manas, the theme of Manas, the character image of Manas, the narrative characteristics of Manas, the aesthetic characteristics of Manas, the singer study and performance of Manas. The folk culture in the epic of Manas and the comparative study between the epic of Manas and the epic of the East and the West are composed of eight parts. Every time we give a lecture, we make a lot of pictures, poems and text descriptions, while teaching interesting and vivid. We want to talk about a paragraph of content, show a video material,

strengthen the students' perceptual knowledge and rational grasp.

3.2 Discussion

In the second half of every two lectures, give students 20-30 minutes to discuss in class. The general design questions are: "the evaluation of Homer epic by Marx and Engels", "why did hero epic come into being in the early stage?" "Why does heroic epic develop like snowball?" "Why does the epic of Manas spread at home and abroad?" Wait. Students can search for related explanations by mobile phone or read and think by themselves. In order to discuss effectively, we will arrange the discussion questions for the students to check the relevant materials in advance.

3.3 Questioning interaction

At the end of the course, we provide students with a question and answer session. During listening, students do not understand or understand the concept or content of the course. We will answer the students' questions. If the students are not satisfied with the answers, we promise to consult more information next time and give them a satisfactory answer. We strengthen students' classroom teaching content through a series of questions.

4. THE EXAMINATION METHOD OF MANAS COURSE

Assessment is an important part of the teaching process, which mainly investigates the degree of students' mastery of knowledge points. Examination is the most important way of assessment. Both oral and written examinations are the main means of assessment. The special lecture of Manas is an elective course. According to the regulations of the school, there is no examination for the elective course, but it is examined. There are various ways of examination, such as unit test, assignment, paper, open book examination or others, which should be designed and implemented according to the course content. In this course, we designed three assessment links: attendance, assignment, and course paper. Specifically:

4.1 Attendance

Manas special lecture is a school wide elective course, which is selected by students from different majors in the school. Therefore, classroom management is not as standard and smooth as a professional class. Therefore, we need to count attendance for each class. Generally, attendance is conducted before or after class. According to teaching experience, attendance should be placed after class as much as possible, otherwise some students will be absent quietly after the second class. With more students, teachers are less likely to find students absent. Therefore, we call attendance as an important part of the assessment. Generally, the school stipulates that students who are truant to one-third of the class will be disqualified from the examination and no credit will be given. We strictly implement the regulations of the school. The number of absenteeism, personal leave and sick leave reaches one third of the time. The examination qualification will be cancelled and the examination will be renewed in the

next year.

4.2 Job

In the middle of our classroom teaching, students are required to submit a learning experience. The writing requirement is not higher than 1500 words, but it is strict

Ask your own experience to learn, not to copy online materials or book content. Otherwise, the students will cheat in their homework and will not be given any grades. The proportion of homework scores in the assessment accounts for 40%. If the homework is unqualified, the final score is 100.

4.3 Course paper

The course paper is the result of "Manas" special lecture course. We should be strict, specific, and standard in this regard. Students write course papers in the fields of sociology, law, ethnology, history, literature, communication, and even digitalization of Manas in combination with the characteristics of their major. Reflect their own professional characteristics, and discuss and discuss the dominant position. In addition, format specification should also pay attention to completion. The cover includes student ID, name, major, grade, course, teacher, and other information. The paper must be composed of abstract, key words, text and references.

In a word, the special lecture of Manas is a cultural elective course with distinct characteristics. In the undergraduate teaching stage, it is an active exploration to expand students' cultural vision, strengthen national culture and promote the thought of "Chinese nation and one family". We found that students' participation is not high and students' enthusiasm is not enough in classroom teaching. In view of this problem, we actively innovate teaching methods and assessment methods, and design some targeted methods. First, the students who ask questions actively should add appropriate scores in the final examination. Second, students who actively participate in the discussion of the course should increase the appropriate scores. Third,

students who write their homework carefully are exempt from his usual test. We should strengthen the construction of "Manas" audio and video courseware, closely combine with its theoretical professors, improve the interest of this course, and even try to teach them the clips of singing "Manas", improve their participation in teaching, and enhance the personal experience of national culture.

ACKNOWLEDGEMENTS

This Article Is a Major Project of The National Social Science Fund "Reception, Impact Research and Database Construction of Four Classical Chinese Classical Uyghur And Kazakh Translations" (Project Number 19zda283).

This Is The 2017 General Project of Basic Scientific Research Funds of Central University of Northwest Minzu University No.31920170132.

Teaching Construction Project of Northwest Minzu University No.2017xjzdfcjxtd_03.

REFERENCE

- [1] Lang Ying. On Manas [M]. Inner Mongolia University Press, 1992.
- [2] Lang Ying. On Manas [M]. Inner Mongolia University Press, 1999.
- [3] Adil jumatudi. Study on the Epic Singer of Manas [M]. Ethnic press, 2006.
- [4] Adil jumatardi and Tohan Issac. The commentary of Jusup Mamay, the master singer of Manas [M]. Inner Mongolia University Press, 2002.
- [5] Tohan Issac, Adiri jumataldi and yierzati Adiri. Chinese Dictionary of Manas [M]. Central University for Nationalities Press, 2017.
- [6] Tao Yang. Collection of Survey of the Heroic Epic Manas [M]. China Federation of literary and Art Press, 2011.
- [7] Abuduwaili KEREMU. On the teaching design of On Classroom Teaching Design of "Manas Special Lecture", China National Exhibition 2020.05.

An Analysis of The Effect of College English Education Reform Strategies from The Perspective of Multi Culture

Meixian Bai

Neijiang Normal University, Neijiang, Sichuan 641100, China

Abstract: With the development of economic globalization, English has been rapidly popularized, all walks of life have higher requirements for college graduates' English level. In recent years, College English teaching has been attached great importance by the society. The reform of College English education from the perspective of multi culture helps to improve the overall quality of English teaching. Therefore, it is necessary to strengthen the analysis of the effect of College English education reform strategies, to promote the development of College English education in China. This paper will analyze the current situation of College English education in China, and put forward the corresponding reform strategies, hoping to provide valuable reference for related research.

Keywords: Multicultural perspective; College English; Education reform; Effect analysis

1. INTRODUCTION

Colleges and universities are important places to cultivate talents, which is of great significance to promote the development of society. English education is helpful to cultivate high-quality and high-quality applied English talents. It can not only enhance the competitiveness of college graduates, but also meet the needs of various industries for English talents. Therefore, it is necessary to effectively improve the quality of College English education. At present, there are some problems in College English education, such as students' low enthusiasm for learning English, unclear motivation, English teaching content can not meet the actual needs of students, which seriously affects the effect of College English education reform. Therefore, colleges and universities should carry out the reform of English education from the perspective of multi culture, find out the effective strategies of English education reform, and then better solve the problems encountered in College English education.

2. THE VALUE OF COLLEGE ENGLISH EDUCATION REFORM FROM THE PERSPECTIVE OF MULTI CULTURE

With the development of social economy, people pay more and more attention to college English education, which also promotes the reform of College English education in China. However, due to the influence of traditional teaching concepts, the reform of College English education is still hindered by many factors, such as education system, education environment, etc.,

resulting in the overall effect of College English education reform is not good, it is difficult to effectively improve the quality of teaching, college students' actual English level and English ability are still in a low state. On the other hand, cultural thinking has not attracted the attention of schools and society. Under the influence of rationalism, many colleges, and universities advocate examination oriented English education, ignoring the cultivation of students' English communication ability, thus unable to meet the actual needs of employers for graduate students' English ability [1].

If English teachers do not pay attention to the choice of teaching content and teaching form in classroom teaching, it will lead to the singleness of classroom teaching, resulting in the lack of vitality and vitality in the classroom, students can not mobilize the enthusiasm of learning, thus reducing the quality of English teaching. The reform of College English education from the multi-cultural perspective can improve the diversity of teaching forms and the richness of teaching content, change the single education concept in the past, and carry out college English teaching activities with strong learning atmosphere, which will help to stimulate students' enthusiasm for learning English and effectively improve the quality of College English teaching. For example, teachers can show students some festival etiquette, cultural background and other teaching content in the classroom, so that students can understand the customs and habits of foreign countries, so as to better understand the culture behind the language, help students master the language environment, and then improve their English learning ability and oral communication ability, which is conducive to cultivating students to become application-oriented English talents. Colleges and universities should recognize the importance of English education reform from the perspective of multi culture, abandon the traditional teaching concept, and vigorously advocate teachers to add some interesting teaching contents in teaching activities, so that students can deepen their understanding of European and American culture.

3. THE CURRENT SITUATION OF COLLEGE ENGLISH EDUCATION REFORM

3.1 The comprehensive ability of College English teachers is not high

In recent years, China has been constantly adjusting the ranks of College English teachers and strengthening the cultivation of teachers' comprehensive quality in order to improve the overall quality of English education. However, according to the current education situation, some English teachers' teaching ideas are very backward. They still use traditional teaching methods in English teaching, which can not adapt to the changes of the times, and can not meet the requirements of the reform of College English education. Some teachers lack of cultural thinking, choose a single English teaching content, ignore the development of English education from a multi-cultural perspective, which is not conducive to promoting the reform of College English Education [2].

3.2 The practicability of English education in Colleges and universities is not high

There is a kind of independent relationship between English and Chinese native language, which makes it difficult to study culture and is not conducive to stimulate students' enthusiasm in learning English. The reform of English education from a multi-cultural perspective can help students understand English culture from different perspectives and help to improve their English communication ability. However, at present, the practicability of English education in Colleges and universities is not high, ignoring the existence value of native language culture. Many English teachers lack systematic training for students in teaching, and students can not master deeper cultural research, thus reducing the students' English expression ability.

4. STRATEGIES OF COLLEGE ENGLISH EDUCATION REFORM FROM THE PERSPECTIVE OF MULTI CULTURE

4.1 Building a perfect college English teaching system

When carrying out the reform of College English education, we must establish a perfect college English teaching system. First, colleges and universities should realize the importance of multi-cultural perspective, design the teaching content from the multi-cultural perspective to ensure the rationality and scientificity of the teaching content. At the same time, it should choose a feasible teaching scheme to enrich the forms of English teaching, to stimulate the enthusiasm of students and lay a solid foundation for improving the quality of College English teaching. Secondly, it is necessary to change the traditional ideas of College English teachers and students, abandon the viewpoint that does not meet the actual needs, attach importance to the practicability of English education, constantly adjust the traditional teaching methods, and try to select the mode with good classroom teaching effect, so as to create a positive teaching environment for students [3].

4.2 Cultivating College English teachers' cultural research ability

Teachers are the main body of organizing teaching activities and play an important guiding role in the teaching process. Therefore, it is necessary to ensure the professional level and quality ability of English teachers, and set up a team of high-quality and high-quality English teachers, to promote the reform of College English education. Therefore, colleges and universities should pay attention to the cultivation of English teachers' cultural research ability, actively explore feasible English teaching programs, and carry out teaching activities based on respecting students' differences, to ensure that students can better master the ability of English expression, and then effectively improve their English learning level. In addition, it is also necessary to strengthen students' cross-cultural communication ability. Teachers should carry out rich teaching activities to help students understand English culture deeply, cultivate students' cultural research thinking, add some classic English works and movies into the teaching content, and compare the differences between Chinese and English cultures, so as to deepen students' understanding of English culture and enable them to obtain a high level Communication skills in English.

5. CONCLUSION

As the base of cultivating social talents, colleges, and universities play an important role in promoting the future development of college students. Carrying out the reform of College English education from the multi-cultural perspective can not only improve students' English learning ability, but also improve their English communication ability, which is conducive to the cultivation of practical English professionals, to meet the needs of social development. Therefore, colleges and universities should strengthen the research on the effect of English education reform measures, establish excellent English teachers, ensure the diversity of teaching mode and teaching means, to improve the overall quality of College English teaching.

ACKNOWLEDGEMENTS

2017 Basic English Team Building of Neijiang Normal University, jt17003.

REFERENCE

- [1] Wu Xiaowei. Research on the selection and presentation of cultural content in senior high school English textbooks published by PEP [D]. Northeast Normal University, 2014.
- [2] Song Jun. cross cultural education research in the era of globalization [D]. Shandong Normal University, 2017.
- [3] Li Yongli. A survey on the current situation of international understanding education in senior high school English curriculum [D]. Chongqing Normal University, 2019.

Analysis of The Innovation Mode of Computer Education in Higher Vocational Colleges Under the Background Of "Internet Plus"

Li Zang, Zeqing Ye

Guangxi Vocational and Technical College, Nanning, Guangxi 530226, China

Abstract: With the advent of the information age, the network has a wide range of applications in all walks of life, greatly promoting the development of social economy, at the same time, the network also affects the teaching development of higher vocational education. Under the background of "Internet plus", the computer education mode in higher vocational colleges has made great innovations, changed the single education mode in the past, and integrated and utilized teaching resources, thus effectively enhancing the overall level of computer education in higher vocational colleges. This paper will analyze the innovation direction of computer education mode in Higher Vocational Colleges under the background of "Internet plus", hoping to provide valuable reference for related research.

Keywords: Internet plus; Higher vocational computer; Education mode; Innovation

1. INTRODUCTION

In recent years, China's demand for computer professionals is growing, and the quality requirements of talents are also relatively improved. Cultivating high-quality and high-quality computer talents will help to promote the long-term development of Higher Vocational Colleges in China. Under the background of "Internet plus", we must promote the innovation of computer education mode in our higher vocational education, improve the traditional educational mode and educational concept, improve the teaching quality by using the teaching advantages of cyber source, and further enhance the comprehensive quality and ability of computer majors.

2. ADVANTAGES OF COMPUTER EDUCATION MODE IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF "INTERNET PLUS"

2.1 More diversified education models

In the traditional higher vocational computer education mode, teachers mainly teach students some fixed computer knowledge, students' learning enthusiasm is not high, thus affecting the quality and efficiency of computer teaching in higher vocational colleges. With the advent of the Internet era, the development of network technology is faster and faster. The teaching mode of "Internet plus" has been vigorously promoted, changing the unity of traditional teaching mode, enabling teachers to choose a variety of teaching modes, and then enhancing the learning interest of students. , so that students can enjoy a positive and good learning atmosphere, in order to make up for the shortcomings of the traditional computer

education mode [1].

2.2 More practical

In the past, computer teaching in higher vocational colleges only taught students some theoretical knowledge, but there were relatively few practical courses, which made students unable to obtain sufficient practical opportunities, thus affecting the improvement of their practical ability. The arrival of "Internet plus" has solved this problem. Compared with the traditional computer education mode, the modern educational mode has more advantages in application, which not only guarantees students' daily theoretical study, but also provides students with various practical opportunities, such as autonomous operation, software operation, etc., which truly implements the education mode of theory plus practice, and effectively improves the actual computer education. Usability [2].

3. THE CURRENT SITUATION OF COMPUTER EDUCATION IN HIGHER VOCATIONAL COLLEGES IN CHINA

3.1 Lack of sufficient practice opportunities

At the present stage, most of our country's Higher Vocational Colleges lack of investment in computer education, many facilities are not perfect, resulting in very few opportunities for students to practice, thus ignoring the training of practical skills of vocational students. In this theoretical teaching environment, students are not interested in computer learning, which leads to the overall level of higher vocational computer education is not high, can not play the role of training high-quality professionals.

3.2 The quality and ability of teaching staff is not high

At present, the quality and ability of teaching staff in Higher Vocational Colleges in China are generally low, and the reserve of professional knowledge is not in place, which seriously affects the quality of computer teaching in higher vocational colleges, and can not provide high-quality teaching guarantee for students, thus hindering the talent training work of Higher Vocational Colleges.

3.3 Limited education level

With the development of the times, the teaching mode is becoming more and more diversified. However, many higher vocational colleges are unable to purchase too many hardware materials and equipment due to the limited conditions, resulting in limited education level and unable to provide a good teaching environment for students [3].

4. INNOVATION STRATEGY OF COMPUTER

EDUCATION MODE IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF "INTERNET PLUS"

4.1 Building a scientific computer curriculum system

With the advent of the "Internet plus" era, higher vocational colleges need to innovate computer education mode and build a scientific computer curriculum system in time, thus laying a good foundation for computer education activities, ensuring effective improvement of computer teaching quality, and further realizing the teaching goal of training high-quality computer professionals. In the process of constructing the computer course system, we should first change the single teaching mode and promote the development of the curriculum mode towards the direction of diversification, so as to improve the quality of personnel training in higher vocational colleges, meet the learning needs of current students for computer knowledge, and achieve the purpose of improving the level of computer teaching. Secondly, according to the continuous development of modern society, the requirements for computer talents are also higher and higher. When building a scientific computer curriculum system, teachers should further use network technology to enrich teaching resources of computer teaching courses, and should combine the actual learning level of vocational students and apply targeted measures to construct the computer curriculum system. It can effectively improve the practicability of computer science.

4.2 Using modern teaching methods

In order to realize the innovation of higher vocational computer education mode, we need to change the traditional teaching methods. Under the background of "Internet plus", teachers in vocational colleges need to strengthen the application of advanced teaching methods, and constantly innovate teaching activities in higher vocational computer education, to enhance the overall quality of teaching activities, thus achieving the reform and innovation of traditional computer education mode. The innovation of teaching means can start from the following points: first, teachers should strengthen the innovation of computer theoretical knowledge, change the traditional knowledge indoctrination method in the past, apply rich and diversified teaching forms to computer teaching activities, and use multimedia equipment to show relevant teaching content, and then stimulate students' learning enthusiasm, which is helpful to improve computing. The efficiency and quality of machine teaching. Secondly, teachers can use cooperative teaching method, situational teaching method and other teaching methods to help students deepen the impression of computer knowledge, help to cultivate students' autonomous learning ability, and then better realize the

reform and innovation of computer education.

4.3 Create computer education practice base

Under the background of "Internet plus", the society has put forward higher requirements for computer education in higher vocational colleges. It is necessary to strengthen the transformation of teaching concepts, update the traditional teaching forms in time, and use advanced teaching methods to cultivate high-quality computer professionals, to meet the actual needs of the society. Therefore, higher vocational colleges should break the limitations of the traditional education mode, create computer education practice base through school-enterprise cooperation, provide a lot of practice opportunities for students, and lay a solid foundation for the innovation of computer education mode. In this way, the creation of computer education practice base can change the singleness of traditional education mode, enable students to obtain more practical operation opportunities, and then better improve their professional ability, which is conducive to promoting the overall development of students in the future.

5. CONCLUSION

Under the background of "Internet plus", computer education in higher vocational colleges is facing serious challenges. Traditional computer education mode can no longer meet the needs of society for personnel training, so it is necessary to innovate computer professional education mode, so as to effectively improve the overall quality of teaching in higher vocational computer. In this regard, we must strengthen the research on the computer education mode of higher vocational education. By creating computer education practice base and using modern teaching means, we can further promote the innovation of computer education mode in higher vocational education, which will help to improve the teaching level of computer major in China, and then realize the development and progress of computer education in China.

REFERENCE

- [1] Li Diao. The innovation research of moral education practice in the Internet plus era [D]. Huazhong Normal University, 2017.
- [2] Zhang Yu Ting. The effectiveness of Ideological and political education for college students under the background of "Internet plus" [D]. North Central University, 2019.
- [3] Huang Si Si. Research on the training of accounting talents in Higher Vocational Schools under the background of "Internet plus" [D]. Yunnan University, 2018.

Research on Experimental Teaching Reform of Computer Specialty in Big Data Era

Guohua Feng

Henan Vocational College of Water Conservancy and Environment, Zhengzhou, Henan, China

Abstract: With the deep integration of modern information technology such as big data, artificial intelligence, and cloud computing with the experimental teaching of computer specialty in Colleges and universities, the experimental teaching of computer specialty needs to be further innovated and developed. In view of the problem that the experimental teaching of computer specialty in many colleges and universities is out of touch with modern information technology such as big data, the experimental teaching of computer specialty in Colleges and universities must further accelerate the organic combination with information technology such as big data, so as to effectively improve the experimental teaching quality of computer specialty in Colleges and Universities under the background of big data era.

Keywords: Big data era; Computer science; Experimental teaching; Reform

1. INTRODUCTION

In recent years, big data technology and industry have developed rapidly, but in sharp contrast, China's big data professionals are very scarce. Relevant data show that at present, there are only 460000 big data technical talents in China. In the next 5-10 years, the average annual growth rate of China's big data market scale will exceed 30%, and in the next 3-5 years, China's big data talent gap will exceed 150 Ten thousand people[1]. Therefore, it is urgent to keep up with the pace of big data and speed up the cultivation of new-type big data talents. As an important position to cultivate students with solid computer knowledge and practical skills, the experimental teaching of computer specialty in Colleges and universities should be guided by big data technology, accelerate the reform of experimental teaching of computer specialty, and focus on cultivating high-quality compound computer professionals under the background of big data era.

2. ANALYSIS ON THE REFORM IDEAS OF EXPERIMENTAL TEACHING OF COMPUTER SPECIALTY IN THE ERA OF BIG DATA

Under the background of big data era, the front-line personnel of computer experimental teaching in Colleges and universities should further deepen their understanding of the status and role of experimental teaching in the cultivation of computer professionals, gradually change the traditional concept that traditional experimental teaching is attached to theoretical teaching, accelerate the pace of experimental teaching reform guided by big data, and implement the role of experimental teaching in the training of computer professionals It should play an important role in forming

a good atmosphere of mutual support and co-ordination between computer theory teaching and experimental teaching. Specifically, it is necessary to strengthen the combination of students' computer professional skills and big data and other information technology in the experimental teaching process, comprehensively break through the limitations and bottlenecks of digitization and networking in the experimental teaching process, and further explore and cultivate strong information-based ability by accelerating the improvement of computer experimental teaching system and the reform and innovation of existing teaching mode To adapt to the development of modern computer technology, compound and practical talents with vision and computer professional skills. We should focus on the training objectives of computer professionals, focus on the integration of big data, cloud computing and other modern information technologies with computer experimental teaching, pay attention to the optimization of students' knowledge structure and the improvement of their comprehensive professional quality, and build the computer experimental teaching into a practical teaching base for students to carry out innovation and entrepreneurship activities, extracurricular experiments and independent learning.

3. RESEARCH ON EXPERIMENTAL TEACHING REFORM OF COMPUTER MAJOR IN THE ERA OF BIG DATA

In the new era, it is necessary to reform the teaching methods of computer science and technology, such as data teaching and experiment teaching. The focus should be on the following aspects:

3.1 Strengthen the reform of information teaching means
The reform of teaching means is an important breakthrough and breakthrough point of experimental teaching reform of computer specialty in the information age [2]. With the rapid development of information technology, the combination of information technology and education teaching has become an important direction of education reform. The computer experimental teaching center of colleges and universities should focus on strengthening the practical exploration of information-based teaching reform in the process of experimental teaching, and strive to apply high-tech such as big data technology, multimedia technology and virtual technology to the experimental teaching process, so as to promote the steady improvement of experimental teaching quality of computer specialty. In this regard, colleges and universities should focus on strengthening the construction of smart classroom, which can organically realize the interactive teaching between

different campuses, as well as the recording of excellent computer courses, network live broadcast and intelligent nano blackboard, which is conducive to greatly innovating the existing teaching environment and mode of computer professional experimental teaching in colleges and universities, and integrating information technology into the whole process of experimental teaching. It makes a new teaching mode, such as remote interactive teaching, MOOC, flipped classroom, etc., become a reality. Under the influence of the epidemic situation, it is of great significance to realize the reform of experimental teaching of computer specialty in Colleges and universities. In recent years, many colleges and universities have actively accelerated the pace of exploration in this area, and have made remarkable achievements. For example, Hebei Agricultural University has actively used big data and cloud computing and other emerging information technologies to establish an interactive electronic classroom teaching system, which has various functions such as screen broadcasting and Internet control, and has become a popular teaching auxiliary equipment for teachers.

3.2 Establish efficient and scientific laboratory management system

Under the background of big data era, the experimental teaching reform of computer specialty in Colleges and universities requires a set of efficient and scientific laboratory management system [3]. Colleges and universities should actively rely on big data technology and actively introduce laboratory integrated management system, such as LMS system. The system uses many advanced technologies such as Internet of things and big data to realize the integrated dynamic supervision of cross campus and cross laboratory. At the same time, in order to fully meet the increasingly diversified and personalized experimental teaching needs of contemporary college students, colleges and universities should also actively establish open laboratories based on big data technology, so that students can reserve open laboratories through mobile phones, laptops and other terminals all day long and realize free trial use, effectively boost students' autonomous learning and improve learning quality.

3.3 Actively develop comprehensive practice simulation training platform

With the continuous development and maturity of virtual experiment technology, many colleges and universities begin to realize the important value of virtual simulation technology in the field of education. University computer experimental center should actively adapt to this change,

according to the practical needs of computer professional experimental teaching reform in the era of big data, actively create a virtual situation Laboratory of computer experimental teaching, according to the principles of close to the actual development of the University, taking the development of students as the center, cultivating students' post ability needs and other principles, and taking the requirements of computer professional posts as the starting point, Through the creation of simulation teaching situation, it provides simulation training platform for students, strengthens the guiding role of teachers, promotes the organic integration of practical learning and experiential learning of computer major students, further promotes the reform process of experimental teaching of computer specialty in Colleges and universities, and realizes the quality and efficiency improvement of experimental teaching of computer specialty in Colleges and Universities under the background of big data.

4. CONCLUSION

In a word, the experimental teaching of computer specialty in Colleges and universities is an important part of computer professional course teaching. College computer experimental teaching center should focus on training high-quality, strong ability, innovative application-oriented computer talents as the goal, with big data and other new generation of information technology application as the guide, continue to explore and reform the concept of computer experimental teaching and experimental teaching reform, and speed up the exploration of systematic and characteristic training of computer professional experimental innovation talents System, constantly improve the quality of experimental teaching of computer specialty in Colleges and universities in the new era.

REFERENCE

- [1] Zhang Yongjian, research on experimental teaching of computer application technology under the background of big data [J]. Computer knowledge and technology, 2020180-181.
- [2] Li Xuefei, research on experimental teaching of computer application technology under the background of big data [J]. China new communications, 2019210.
- [3] Ma Changwang; Lin Weixing; Xie Jianjun; Shi Xuhua, reform, and practice of computer control technology experiment course [J]. Experimental technology and management, 2004,127-130 + 140.