International Journal of Education and Teaching Research

ACADEMIC PUBLISHING HOUSE

CONTENTS

Research on The Ideological and Political Education Function of Physical Education in Colleges and Universities in China

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Abstract: Physical education is an indispensable part of the ideological and political education in Colleges and universities, and it is a course to promote the all-round development of students' morality, intelligence, physique, and beauty. By Integrating Ideological and political education into various sports activities, college students can develop excellent ideological and moral character. But at present, there are still some colleges and universities of physical education is still in the exam oriented teaching state, or there are some deficiencies, can not help college students to shape the correct outlook on the person and values, this paper also puts forward some suggestions; the following is the ideological and political education function of College physical education.
Keywords: College physical education; Physical education; Ideological and political education

1. THE SIGNIFICANCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGE PHYSICAL EDUCATION

Sports can play a role in maintaining the peace and stability of human society, such as the summer and Winter Olympic Games, Paralympic Games, Paralympic Games, summer, and Winter Youth Games, etc., which can promote cultural exchanges between countries and enhance the emotion of different countries. Moreover, the hosting of these important events can also improve people's patriotism and nationalism spirit, such as the one held in China in 2008 In the summer Olympic Games, every Chinese can't forget. In the Olympic Games, our athletes won 51 gold medals, 21 silver medals and 28 bronze medals, which made all Chinese proud. Although the vast majority of college students have no chance to participate in the Olympic Games and other international sports events, but students can resonate with it, and even recall the various "soul stirring" events of the 2008 Olympic Games many years later can also cause waves in the hearts of students, which is also the emotion that can not be conveyed through the text. The ideological and political education function of college physical education can mainly cultivate students' patriotism and nationalism spirit, competitive concept and enterprising consciousness, will quality and social adaptability, collective consciousness and dedication spirit, self-awareness and good interpersonal relationship, as well as improving students' life interest and enriching students' emotion The integration of the students can better feel the value of sports, and then students love sports more, and can play the role of edifying students' spiritual quality, so that students can be more positive in the learning stage of colleges and universities, and then promote the comprehensive development of students [1-3].

2. THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

With the continuous implementation of the new curriculum reform, the relatively backward examination oriented physical education curriculum has been very rare, but it is undeniable that some colleges and universities still use the teaching mode of warm-up and free activities, which not only can not effectively improve the physical quality of students, but also can not effectively carry out ideological and political education work, so that the physical education courses in Colleges and universities are more emotional It is a state of flowing on the surface. In addition, in the physical education of some colleges and universities, teachers do not attach great importance to students, which greatly reduces students' confidence in sports learning and training. Moreover, in teaching, it is easy to see the status quo of "valuing martial arts and neglecting literature". Teachers blindly strengthen students' physical training, but they do not attach great importance to other parts of physical education except physical training the ideological and political education can not be effectively implemented under the "indoctrination" physical education mode. In addition, some colleges and universities sports facilities are not perfect, schools in the choice of sports facilities and cultural teaching facilities are more inclined to update teaching equipment, which makes physical education in an awkward situation. Even if teachers have better teaching methods, they are suffering from the lack of hardware supporting facilities to effectively implement [2]. Secondly, the comprehensive quality of some physical education teachers still needs to be improved. In the case of teachers' low comprehensive quality, it is

easy to affect students' awareness of sports, which makes college students unable to complete a series of physical exercises independently, and can not carry out ideological and political work during teaching. In addition, the change of social environment leads to the psychological pursuit of contemporary college students for material More and more intense, so that the awareness of physical exercise is not high.

3. PROMOTE THE IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGE PHYSICAL EDUCATION

With the continuous reform of education in our country, the standard of education is also constantly changing. During the development of university curriculum, we should pay attention to the importance of physical education curriculum, and do a kind of personal situation of each student; physical education curriculum is to enable students to get effective physical exercise and learn more sports knowledge during the learning period, and in the new situation, the higher the physical education curriculum is School physical education classroom should avoid the use of relatively backward traditional education methods, that is, warm-up and free activities of teaching methods, but should pay attention to the purposeful development of physical education, and during the teaching period, teachers should also pay attention to the physiological and psychological needs of students, through more humane teaching and management methods, so that students can learn effectively in a happy mood Xi. In addition, the leadership of colleges and universities should pay more attention to the position of physical education curriculum in the overall teaching, and strengthen the cultivation of comprehensive teaching ability of physical education teachers during the teaching period. In the training of teaching ability of physical education teachers, in addition to the training of more advanced teaching methods and concepts, ideological and political education should be integrated into the training to highlight the socialist ideological and political education with Chinese characteristics The status of education in physical education, and through meetings and other forms, teachers can share the experience of Ideological and political education in physical education, so that they can correctly realize the importance of Ideological and political education in physical education. Teachers should be consistent in their words and deeds in physical education class, and influence students through their own high standards and high requirements. During the teaching period, teachers should also pay attention to students' personal needs, and actively reflect the importance of students in the stage of physical education in sports activities. Through guiding teaching, students' autonomous initiative can be fully brought into play, and students' learning morale can be stimulated, so that students can constantly surpass themselves in the learning stage of colleges and universities, to improve the teaching quality of physical education courses. In this regard,

teachers can carry out ideological and political education through large and small sports activities, such as carrying out school sports events before and after the "Sports Health Festival", which is the "328 sports new model public welfare promotion and Sports Health Festival" held on March 19, 2017, and officially proposed by the State General Administration of sports to designate March 28 of each year as the national "Sports Health Festival" It is to promote national fitness and achieve the goal of national health. Through the ideological and political education in the process of sports events and sports culture education, to promote students to develop good ideological and moral character, and in the process of organizing and participating in sports activities, students can feel the collective sense of honor and enhance the self-identity of college students. In addition, teachers can also actively expand extracurricular teaching activities, such as playing swings and outings on the Qingming Festival, or watching dragon boat races on the Dragon Boat Festival, to further implement ideological and political work through extracurricular expansion.

4.CONCLUSION

The ideological and political education work of physical education in Colleges and universities in China still needs to be explored and summarized during the teaching period, and actively improve teaching ideas and methods, and implement the requirements of the new curriculum reform for college students' physical education, so as to present more effective teaching methods in front of students, and create a high-quality ideological and political education learning path for college students To lay a solid foundation for the all-round development of students.

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On the Practice of Teaching Reform of Computer Application Foundation Course in Colleges and Universities

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Abstract: With the continuous development of economy and science and technology, computer, as a technological product in the new era, is gradually widely used in people's life and various fields, and the development trend of this technology is also very considerable. In contrast, colleges and universities have carried out the corresponding computer specialty for this technology, the purpose of which is to continuously transport comprehensive application-oriented talents to the society. However, due to the influence of traditional education, there are still many deficiencies in the teaching of computer major in Colleges and universities, which is very unfavorable for students' learning and development. Therefore, how to carry out the teaching reform of the basic course of computer application has become the task that the university computer professional teachers should pay attention to. This paper discusses the integration of diversified teaching methods in classroom teaching, the use of computer + training teaching mode, reasonable classroom evaluation and the cultivation of students' comprehensive quality, and puts forward personal opinions on the practice of teaching reform of computer application foundation course in Colleges and universities.

Keywords: University; Computer Major; Basic Courses; Teaching Reform

1.INTRODUCTION

Teaching methods in the classroom will greatly affect the quality of students' learning, and only efficient teaching methods can stimulate students' learning enthusiasm and improve their learning efficiency. If we blindly adopt the traditional teaching mode, college students will gradually lose interest in learning and even have weariness of learning.

2. INTEGRATE DIVERSIFIED TEACHING METHODS IN CLASSROOM TEACHING

2.1 Integrating situational teaching method into teaching activities

In the teaching of computer application foundation course in Colleges and universities, teachers need to know that interest is the best teacher for students. Only when they have a strong interest in learning, will they devote themselves to it, to effectively improve the efficiency of teaching. Based on this, teachers can implement situational teaching mode, which can provide students with a specific learning scene and make students feel like they are in the scene. For example, in the basic computer courses, we will learn about the relevant content of role scene shaping, while the computer professional course teachers can use multimedia to show the finished products for students, and then let the students follow the scene set by the teacher to carry out hierarchical practice, so as to achieve the classroom effect of improving students' interest in learning and learning efficiency [1].

2.2 Integrating hierarchical teaching method into classroom activities

Hierarchical teaching method refers to the students are divided into several levels according to their actual learning situation for targeted teaching. The most intuitive effect of this teaching method is that it can form a step-by-step role in students' learning. For example, the teacher divides the students into several levels according to their learning achievements. For example, the first level is students with deep computer skills. They are basically proficient in mastering knowledge, and the speed and efficiency of mastering are very high. Then, for their teaching teachers, they can arrange some more in-depth exercises or tasks for students to do so Constantly stimulate their motivation to continue to explore. The second level of students for the mastery of knowledge points and learning ability are general, then the teacher in the teaching of these students, it is necessary to provide them with some help, for example, to select a representative, the teacher to release tasks to him, and then supervise students to complete the knowledge points and basic exercises training, so as to achieve the best teaching effect. For the last level of students, their academic performance is relatively poor, and the classroom does not actively listen to the class, then the teachers of this part of the students' teaching should make more efforts, personally guide and impart knowledge points, help them gradually catch up with the class progress, so as to achieve the effect of improving the overall teaching efficiency.

2.3 Integrating interactive teaching methods

Interactive teaching method is also known as group cooperation teaching mode, which is widely used in all stages of education nowadays. The integration of this method in college computer basic classroom teaching can greatly stimulate students' learning enthusiasm,

make them immerse themselves in learning, and then express themselves, to further enrich students' knowledge reserve. However, teachers of computer professional courses need to pay attention to the need to design a good process for each link of teaching and optimize every detail in the teaching mode, which is the important guarantee of teaching quality. In addition, teachers need to set corresponding problems as tasks for students to communicate and discuss and solve the tasks, so the setting of problems must be rationalized.

2.4 Integrating cloud computing into Teaching

In the background of the continuous development of science and technology, cloud technology, as a product of technology in the new era, is gradually used in the teaching of basic computer courses in Colleges and universities, and it is also a strong technical support point, and the effect highlighted by the use of this technology for teaching assistance is also relatively effective. But in the process of actual operation, teachers still need to arrange some resources and processes reasonably in order to achieve the most reasonable teaching effect [2].

3. USING THE TEACHING MODE OF COMPUTER AND TRAINING

In the basic course of computer application in Colleges and universities, practice is an important part of teaching. In this stage, students need to master a lot of knowledge points and then start to operate, to achieve the effect of learning for application, to lay a good foundation for students' future work. On the educational concept level of CDIO, it is the most practical to carry out practical teaching, which is to combine computer practice with practical training. For example, teachers carry out teaching activities around the knowledge learned in half a semester. The first 70% of the courses mainly explain the knowledge points, and the latter 30% of the courses carry out practical training. In order to make students more familiar with their own majors, colleges and universities can establish a mode of school enterprise cooperation with enterprises, so that students can truly experience how to use their major in practice in enterprises, to improve their ability Their professionalism.

4. REASONABLE CLASSROOM EVALUATION

Reasonable teaching evaluation can maximize students' learning enthusiasm, and in the teaching of computer application foundation courses in Colleges and universities, new requirements have been put forward for the education assessment mechanism. We must abandon the examination-oriented education that kind of computer test plus written examination, and should realize a new assessment mechanism, and then integrate evaluation and practical assessment. For example, in addition to the computer ability test, combined with the practice assessment in the monthly evaluation, this can greatly improve the enthusiasm of students to participate in the diversified assessment mechanism, and then teachers can give them the corresponding encouragement for the monthly evaluation of students, so that students can continuously motivate themselves on this basis, so as to improve the overall teaching efficiency.

5. CULTIVATE STUDENTS' COMPREHENSIVE QUALITY

Comprehensive literacy for students is not a single learning content, but a skill that can benefit them for life. Therefore, the cultivation of College Students' core literacy needs to be considered from three directions. The first is to cultivate students' innovation ability, not only to let students master the computer operation ability, but also to let them carry out independent learning and knowledge innovation based on this, to continuously promote students' innovation consciousness and innovation kinetic energy. The second is to cultivate students' sense of teamwork, which can achieve an effective effect from the teaching mode of group cooperation. Finally, it is to cultivate students' discipline core literacy, which is mainly to guide students to establish correct discipline literacy from their practical teaching, to provide technical, theoretical, and practical guarantee for them to enter the society and participate in work in the future [3].

6.CONCLUSION

To sum up, teachers must constantly innovate and Reform since teaching, to optimize the classroom efficiency and promote the comprehensive development of students.

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Study on the Application of Jigsaw Method to English Listening Class

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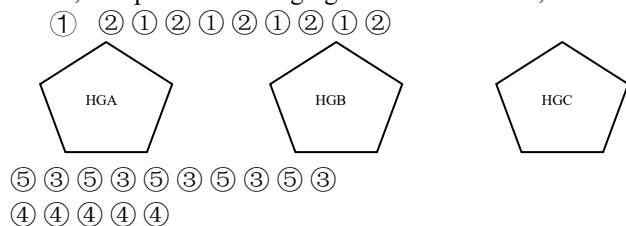*Qingdao Binhai University, Qingdao, Shandong 266555, China*
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Abstract: Jigsaw method attaches great importance to the students' cooperative learning and the teacher's effective guidance in class. The introduction of jigsaw method into listening class is a new attempt for listening course. Therefore, the paper centers on the teaching procedure in a jigsaw classroom and the beneficial effects it produces. After one-year practice, it is found that the students' desire to learn, effective cultivation of students' awareness of responsibility, subjectivity and innovation were greatly improved. Hopefully, based on the students' actual performance and aspirations, jigsaw method will be promoted in other courses in the future.
Keywords: English Listening Class; Jigsaw Method; Teaching Procedure; Advantages

1.INTRODUCTION

Listening comes first among English learning skills. Listening course is compulsive for English majors in the fundamental stage. According to the course syllabus, listening skills should be effectively trained so that the students may lay a solid foundation for language skills and their competence to analyze and solve practical problems. Consequently, the improvement of their English thinking ability and the level of free expression of their ideas facilitates the achievement of effective communication. Unfortunately, students often find difficulties in listening. Although the teachers already give them some practices before giving the students a listening test, they often fail. Perhaps the failure is caused by the students' strategy in listening. It is stated that "it is important to build up their confidence by making sure that they are armed with strategies which are likely to lead to success". (Burgess et.al 2005:79) [1].

2.ORIGIN OF JIGSAW METHOD

Jigsaw method originates from jigsaw puzzle. In the 1970s, despite the desegregation in America, the interracial hostility, prejudice, and deep-seated distrust in the school system made normal teaching fall into disorder. In such a situation, the American social psychologist Elliot Aronson, and his colleague-initiated jigsaw teaching model, put it into practice in the classroom, and achieved an interdependent, coadjutant and harmonious atmosphere. The introduction of its rules into teaching field produces a new interactive teaching method --- Jigsaw Cooperative Learning.

3.TEACHING PROCEDURE IN LISTENING CLASS

Jigsaw method is a teaching technique which makes it possible for the students to work by making discussion and studying in a group. It requires the student to exchange information with the other group to compose the complete task. Its procedure is as follows:

Task Division: Listening materials will be cut into 3-6 small parts with almost the same difficulty and content quantity. Each student is responsible for one small part. Here is a jigsaw example from *Step by Step 3000 1* Unit 2 *Colorful Lands, Colorful People*.

Group A
3.1Who is the world's six billionth inhabitant?
3.2What did the United Nations declare?
Group B
3.3What's the UN Secretary General's purpose in visiting the mother and the child?
3.4How many people will the boy be sharing a birthday with?
Group C
3.5What impact do birth control programs have?
3.6According to the UN population agency, how different are people's lives now from those in the past?
Group D
What do the following figures mean?
3.7 1,000,000,000+ _____
3.8 80,000,000 _____
3.9 10,000,000,000- _____

① ② ① ② ① ② ① ② ① ②

⑤ ③ ⑤ ③ ⑤ ③ ⑤ ③ ⑤ ③
④ ④ ④ ④ ④

Home Group and Task Division: Home group is set up based on heterogeneous grouping, each of which includes 4-6 students. The number of the students is the same as that of the teaching material parts. One student with good comprehensive abilities is designated as the group leader, responsible for study, discussion, and coordination within the group. In this way, the students may easily grasp the learning tasks and teaching

objectives. A five-person group is like the below patterns.

Expert Group and Task Research: The members responsible for the same task in home groups make up temporary expert groups, in which they focus on the given listening materials and have a discussion and intensive study.

① ①②②③③④④⑤⑤

EGA   EGB   EGC   EGD   EGE

① ①②②③③④④⑤⑤
① ②③④⑤
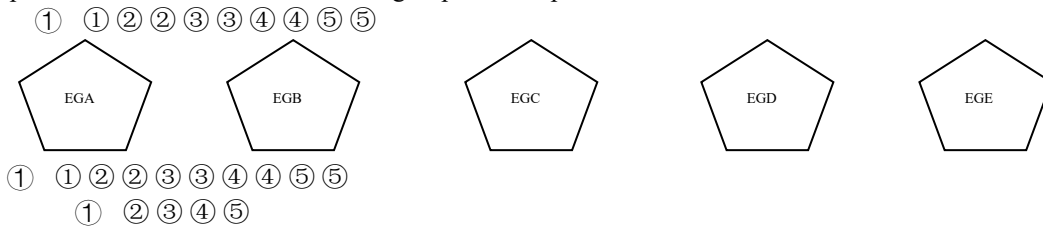
Collaborative Learning: After spending ten or fifteen minutes in their expert groups, the students go back to their home groups, where they are informed that they have a certain amount of time to share their information to each other. It is advised that if a class is to use jigsaw an hour a day, 20 minutes of the hour should be spent in expert groups and the remaining 40 minutes in the home group.

Teacher's Feedback: During the process of discussion and research, the jigsaw teacher moves about the classroom from group to group, checking how each group is progressing on its task, keeping eyes and ears open for any problems that may be developing (Aronson, 1997:51). After the discussion, the teacher centers on these problems, analyzes relevant knowledge and explains important and difficult points to ensure the students have a better understanding of the listening materials [2-5].

Performance Evaluation: Success is measured through individual quizzes. The prepared quiz paper is given to each student, who is required to finish it independently within limited time. The test should cover each task module and the score of each group is the average score of the members in the same home group.

4.ADVANTAGES OF JIGSAW METHOD

Jigsaw method is a kind of group cooperative learning. It attaches great importance to the teacher's active and effective guidance in class. Its advantages are mainly embodied in the following aspects.

Change of Learning Resource. Jigsaw method changes the basic structure of one expert (the teacher) and listeners (the students) in the classroom. The teacher is no longer the sole resource for the learning groups. Instead, he acts as a backstage designer and the students regard each other as resources. In the group, students pay attention to their peers, asking good questions and helping each other while teachers help students learn more effectively and develop an efficient, comfortable, and cooperative process.

Change from Passive Learning to Active Learning. Students become experts on one aspect of the lesson, meet in expert groups and help others in their group to learn the material. In a jigsaw classroom, interdependence is required which encourages students to actively get involved in the activities. Students' participation in jigsaw classroom activities is much better than that in traditional classrooms.

Improvement of Students' Emotional Quotient. In a jigsaw classroom, students' mutual help deepens their understanding of the relevant materials. Their language competence and communicative skills are greatly enhanced, which is quite important for the cultivation and improvement of individual emotional quotient. That is exactly what is lacking in current teaching mode. Cultivation of Awareness of Responsibility, Subjectivity, and Innovation. The 2017 classes were divided into ordinary classes and experimental class in their freshman year. Jigsaw method was adopted in experimental class. At the end of the semester, a questionnaire survey and a listening test were conducted. In terms of the mastery of the listening material, students in the jigsaw classroom outperformed students in traditional classroom. That shows jigsaw method worked to produce beneficial effects, such as the improvement of the students' desire to learn, effective cultivation of students' awareness of responsibility, subjectivity, and innovation. Jigsaw method is a fine combination of teaching and evaluation, facilitating the construction of personal significance.

5.CONCLUSION

Jigsaw method is a combination of students' self-learning and teacher's guidance, individual learning, and cooperative learning. In a jigsaw classroom, each student has a unique and essential contribution to make. By studying in jigsaw groups, the students learn that cooperative learning develops their motivation, performance, and positive feelings in school. It is certain that jigsaw method is only a new attempt for listening class and there still exist some problems with this method. Hopefully, based on the students' actual performance and aspirations, jigsaw method will be improved and promoted in other courses in the future.

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Marketing in the Era of Data Revolution

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Abstract: With the continuous development of information technology, people's life has officially entered the information age. In the information age, people need to process many data in their work and life. Not only the amount of data, but also the timeliness and accuracy of data processing are required. Big data technology emerges with this demand. Nowadays, big data technology has been widely used in common fields, and the marketing environment has changed a lot. Based on this, this paper studies the transformation path of marketing in the era of data transformation.
Keywords: Big data technology; Marketing; Marketing channels; Marketing environment

1.INTRODUCTION

The development of Internet technology gave birth to big data technology. In the context of big data, economic and social development and people's lifestyle have been changed, which represents the great changes in the marketing market environment. Marketing mainly includes the development of marketing market and the satisfaction of consumption demand. The application of big data technology makes marketing personnel have a reliable basis in analyzing the development law of market changes. Therefore, in order to keep up with the trend of the times, it is necessary to have a deep understanding of the current development of world bank marketing [1-2].

2.THE CURRENT STATE OF MARKETING IN THE ERA OF DATA CHANGE

2.1 Changes in The Marketing Environment

The advent of the era of data change has changed the marketing environment dramatically. The traditional marketing market belongs to the unilateral selection process, enterprises will use the soft index of market research to determine consumer demand and consumer preferences, products in the marketing process will also meet the needs and preferences of consumers, so that enterprises occupy a relatively active position. In the era of data change, there have been two-way choice changes in the marketing market, the application of big data technology not only facilitates enterprises to analyze consumer shopping behavior data, consumers can also through big data on product quality and services to judge, some over-packaging publicity is no longer applicable. Moreover, the biggest change in the marketing environment in the age of data change is the stability of the customer base. The high development of the Internet and the popularity of big data technology have led to a qualitative change in the number of customers, the scope of customers can also spread throughout the world, and the resulting competition has

become more intense. Overall, the current marketing environment is changing towards transparency, visualization, and competition.

2.2 Changes in Marketing Methods

Marketing method is with the changing marketing environment, the advent of the era of data change makes e-commerce become the mainstream marketing method. It is also the popularity of big data technology, all kinds of products production, packaging, diversion and transportation and other details, will be recorded and displayed to consumers. Enterprises face such a transparent marketing path has to change the marketing methods. Celebrities, anchors with goods is the most popular marketing method, the use of fan effect to the product wearing a layer of a star halo filter, coupled with various discount activities, product sales will become very impressive.

3.The Direction of Marketing in The Age of Data Change

3.1 Personalized Development of Marketing Products

Products have always been the key to marketing, is the core competitiveness. In the traditional marketing environment, the enterprise is concerned with the quality of the product and the degree of matching with the customer's needs. With the advent of the era of data change and the continuous development of science and technology, enterprises in the same industry can rely on big data technology and advanced technology level to achieve high quality requirements and customer matching degree. Therefore, more enterprises to focus on marketing to the personalized development of products, the pursuit of product status and big data analysis under the consumer needs to be fully fit.

3.2 Diversified Marketing Channels

In order to highlight the characteristics of personalized development of marketing products, it is necessary to expand the marketing channels flexibly and realize the diversified development of marketing channels. Diversified marketing channels are conducive to enterprises to fully express the value of products, expand the impact and visibility of products. For example, KFC and McDonald's, in addition to store and mall-wide poster promotion, will also be in WeChat public platforms and store app to release a variety of preferential activities, in order to expand the scope of publicity, increase marketing channels. Through a variety of marketing channels will not only increase the customer base, but also enhance brand influence, so that the subsequent marketing decision-making more smoothly.

3.3 Data Development of Marketing Decisions

The advent of the era of data change makes marketing

decisions have to evolve into data. Internet companies are particularly good at experimenting with massive amounts of data to determine which factors increase product sales and user engagement. For example, each year, Capital On organizes financial analysts and IT experts to conduct up to 65,000 tests of the company's marketing department selling up to 65,000 data that affects product marketing, most accurately discovering the high-quality information in the vast amount of data and using that information to guide marketing decisions.

4.THE DEVELOPMENT PATH OF MARKETING IN THE ERA OF DATA CHANGE

In order to realize the long-term development of marketing, it is necessary to realize the innovation of three aspects according to the development path of marketing under the era of data change, namely, product innovation, channel innovation and organizational innovation.

4.1 Innovative Technologies for Product Innovation

In order to realize the personalized development of marketing products, we need to innovate the products by innovating the existing technical level. Although a good marketing method can bring more profits to enterprises, but from the long-term development of enterprises, or need to rely on the hard strength of products to obtain greater market competitiveness. Therefore, enterprises must take technology as the first productivity, attach great importance to the renewal and development of production technology. In addition, big data technologies provide a comprehensive analysis of customer needs and add such elements as product design and production innovations are made. In this way, not only can avoid the marketing process of the phenomenon of false big empty, but also increase the degree of customer trust in the product, with purposeful innovation is also easy to attract more user groups.

4.2 Mining Data for Channel Innovation

Mining data for channel innovation is to innovate the idea of marketing, make full use of today's consumer public favorite forms of publicity, through online marketing, drive offline marketing can effectively realize the Internet and physical marketing linkage. At present, the more popular business models are B2C, C2C, O2O and so on. Among them, O2O consumption mode is the emergence of innovative marketing channels with the development of warehouse management logistics technology in recent years.

4.2 Optimize the Team for Organizational Innovation

In addition, it is necessary to carry out organizational innovation by optimizing the team. It is difficult to obtain enough quantity and quality data information by means of market survey. The marketing team must fully master the method of big data analysis. This provides the most powerful data support for the formulation of marketing means and marketing strategies, and further realizes the transformation of enterprise marketing organization structure.

5.CONCLUSION

With the advent of the era of data transformation, the environment and methods of marketing have undergone earth shaking changes. Enterprises should focus on the personalized development of marketing products, the diversified development of marketing channels and the data development of marketing decisions, and actively use big data technology and various advanced science and technology to innovate products. In addition, it is also necessary to mine data for channel innovation and optimize the team for organizational innovation, to make the enterprise's marketing more in line with the trend of the times and create more considerable profits for the enterprise.

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Innovation and Entrepreneurship of College Students in The Era of Internet Plus Under the New Normal

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Abstract: Under the new normal, the "Internet plus" is a new development direction for college students to innovate and start a business, so we should pay attention to the actual situation to ensure that "Internet plus" play an important role in college moral education. This paper briefly analyzes the role of the new normal to combine the student's innovation and entrepreneurship with the current situation, enhancing the enthusiasm of college students to participate in various activities on the practice platform of innovation and entrepreneurship. We should lay emphasis on the effect of government guidance for entrepreneurship, abide by the laws, regulations and strategies of innovation and entrepreneurship, to improve the quality of innovative and entrepreneurial education in order to guarantee the fast and healthy development.
Keywords: New Normal; Internet plus; Innovation and Entrepreneurship

1.INTRODUCTION

With the development of big data technology and Internet technology, the "Internet Plus" plays an important role in various fields. It will become a new educational model to propel the development of the innovation and entrepreneurship education of college students, thus providing them with a clear direction of innovation and entrepreneurship, so that they can adapt to the changes of the new environment. At the same time, in the context of the new normal, "Internet Plus" can also bring new ideas to college students' entrepreneurial activities, which can enable them to provide an important contribution to the realization of innovation development goals in China, to cultivate more innovative talents.

2. THE ROLE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP UNDER THE NEW NORMAL

2.1 Innovative Entrepreneurship Model

In the new normal background, the "Internet plus" can effectively broaden the channels of college students' entrepreneurship, but also can realize the innovative development of the entrepreneurship model. Nowadays, the Internet has become an indispensable part of the life and learning of contemporary youth, which makes communication and work very convenient. In this case, as college students are in the entrepreneurial stage, they must make full use of the "Internet plus" technology, which not only can shorten the time for college students to start a business planning, but also can provide more kinds of entrepreneurial methods. In addition, the easy access to "Internet Plus" is just enough to meet the entrepreneurial needs of contemporary college students. Therefore, "Internet plus" is bound to become the mainstream trend of college students' entrepreneurship model.

2.2 Changing the Means of Education

"Internet Plus" can provide a new direction for college students' entrepreneurship education. It can not only increase the success rate of college students' entrepreneurship, but also increase the expenditure on entrepreneurship education. By actively changing educational means, college students can accumulate more entrepreneurial and innovative experience in the new education model, to grow into innovative talents. In the past, entrepreneurship education was inclined to theoretical guidance, but now the "Internet plus" platform can be used to provide college students the chance to have more entrepreneurial experience, bring into full play their inner potential, have their own creative ideas to carry out entrepreneurial activities. Therefore, the new normal in the era of "Internet plus" can effectively transform [1] the innovative entrepreneurship educational means of college students, so that they will have more rich experience and active thinking in the future entrepreneurial process.

2.3 Optimize the Practice of Entrepreneurship

The new normal in the era of "Internet plus" can optimize the practice of entrepreneurship and alleviate the bad mood of college students at the same time. Contemporary college students pay more attention to new things, with the development of "Internet plus", they will look forward to using new tools to carry out innovative entrepreneurial activities, thereby meeting the needs of social development. In addition, college students can also combine the "Internet plus" with new entrepreneurial thinking, to lay a solid foundation for the practice of entrepreneurship.

3. THE CURRENT SITUATION OF INNOVATION AND ENTREPRENEURSHIP

3.1 Lack of Enthusiasm for Participation

Only with enthusiasm for participation can college students start a business purposefully. However, most contemporary college students in the process of entrepreneurship will be exert their initiative. However due to personal status of funds, technology, experience and other significant factor, the results can not be

satisfying, and which may even seriously discourage them after many failures. Furthermore, they may not be able to find a good approach of innovation in the era of "Internet plus." Therefore, only by fully arousing the enthusiasm of college students to innovate and start a business, and effectively solving their practical problems, can we effectively increase the success rate of entrepreneurship.

3.2 Monotonous Innovation Mode

The emergence of Internet plus has brought greater challenges to traditional enterprises. The traditional entrepreneurial thinking, which the college students are familiar with in their learning process, hinders the formation of innovative thinking of college students. Therefore, we should constantly promote the idea of "Internet plus" in the innovation and entrepreneurship education in universities, and provide ample opportunities for practice, so that students can form a strong sense of innovation under the new normal, and thus occupy a competitive advantage in the development of new markets.

3.3 Insufficient Experience

At present, most colleges and universities have set up innovation and entrepreneurship guidance courses for their students, and even received significant support from the government and relevant enterprises. As far as the actual situation is concerned, college students' innovation and entrepreneurship courses mainly focus on theoretical explanation, which is not sufficient for many students with innovative ideas, who can only rely on their own ability to constantly explore the market, with comparatively low success rate of innovation and entrepreneurship. At the same time, the support of the government and the enterprises is relatively limited, therefore the students who are innovative can not get necessary support. The lack of sufficient experience should be compensated by the Internet plus.

3.4 Laws and Regulations

The laws and regulations that protect the ownership of creative products need to be further improved and implemented, to guarantee the intellectual property rights of college students. Otherwise many innovative and entrepreneurial achievements might be occupied by others, thus undermining the normal development order.

4. STRATEGY OF INNOVATION AND ENTREPRENEURSHIP UNDER THE NEW NORMAL

4.1 Arouse the Enthusiasm of College Students

Under the new normal, we need to further arouse the enthusiasm of college students to participate in the innovative and entrepreneurial education in the era of "Internet plus". Now that we have entered the information age, the Internet and other information technology has become an important support for the current social development. On the one hand, the innovation and entrepreneurship education in colleges and universities should consider the changes in students' thinking to arouse a strong interest in participation. On the other hand, we should take

effective measures to solve the problems of college students' entrepreneurship based on talent training, so as not to discourage students from participating in activities.

As for the school, the hierarchical education method can be implemented according to the basic ability of each college student. It is divided into three levels, as for the A-level students, they can be guided to learn to have the entrepreneurial thinking of the "Internet plus", to develop more creative products with Internet characteristics. B-level college students should pay attention to the effect of Internet education, so that they fully [3] understand the advantages of the Internet, as for C-level students, they should learn more profound knowledge of the Internet to lay a solid foundation through theoretical education.

As for the students, they should be encouraged to form an idea of self-learning and lifelong learning. Although they are about to go into society, the students should constantly improve their ability, as it is necessary for students to participate in related competitions.

For example, in order to mobilize students to participate in the contest of the entrepreneurship, a curriculum may include some extracurricular display of the works of new science and technology, entrepreneurial plans and other content, which may effectively stimulate the innovative potential of college students.

4.2 Broaden Practice Platform for Innovation and Entrepreneurship

In order to ensure that college students go in the direction of "Internet plus" to start a business, we should appropriately broaden the practice platform for innovation and entrepreneurship, so as to arouse the attention of college teachers and students, and promote the innovation and entrepreneurship education of college students with the combination of the "Internet plus" to obtain the expected results.

For example, the platform has been developed in an agricultural university the "chuangfei Valley mass entrepreneurship and innovation cloud", which makes full use of cloud computing technology and big data technology to set up micro service system, and uses distributed RPC service framework to increase the system's scalability. On this platform, college students can deepen their understanding of the Internet field through basic knowledge teaching, practical exercises, sensory experience, case application and other parts, and produce many innovative ideas about the future development of agriculture. In addition, the comprehensive application platform also relies on the frame structure and open grid panels and aluminum alloy frames to provide students with a series of "Internet plus" experience such as "intelligent agriculture", "intelligent storage" and "intelligent logistics", and further enhance the level of innovation and entrepreneurship education for college students.

For another example, a business school in Changsha specially held a meeting to share practice platform cases in order to promote the smooth construction of

innovation and entrepreneurship platform. The college students were informed of several points that should be paid attention to in their future entrepreneurial activities, including the complaints from the logistics service industry, service quality, self-awareness, self-examination ability, team spirit, etc. After this meeting, we helped college students to clarify their entrepreneurial goals [4].

4.3 Focus on The Guiding Effect of Government and Enterprise Entrepreneurship

4.3.1 Government Level

Under the new normal, the innovation and entrepreneurship of college students also need the strong support of the government, which can provide them with the right guidance, to help college students to master the "Internet plus" skills, and to make them obtain greater results in the Internet entrepreneurship activities. In the development of innovation and entrepreneurship, the government can host various competitions, while awarding high-quality entrepreneurship projects, and giving loans to support them, so that they have sufficient funds for innovative product research and development projects, which can also attract more entrepreneurial college students to regain confidence.

For example, in June 2020, Chongqing Banan District government launched the competition called "help you set sail", and provided the participants with entrepreneurial experience including standardized participation processes, such as training, trials, on-site inspection, final and other links. All participants can enjoy free entrepreneurship training, and even in the finals, they use the VCR+ defense mode of "Internet plus" competition, and finally select three outstanding entrepreneurial groups and get "excellent project award". In this regard, the local government, for the purpose of strongly encouraging college students to start their own businesses, not only prepared 30000, 20000, 10000 and 5000Yuan bonuses for the winners, but also implemented supporting policies to provide them with up to 3 million discount guarantees. At the same time, a "business incubation base" is set up to enable entrepreneurs to enjoy the significant support from the government.

4.3.2 Enterprise Level

As an important place for college students to realize their self-worth after graduation, enterprises should also take relevant measures to provide high-quality services for entrepreneurial college students, which can not only fully show the outstanding talents of college students, but also promote enterprises to increase their own benefits and speed up the transformation of enterprises. Therefore, enterprises should adopt the mode of "school enterprise cooperation" to educate people, so that they can overcome difficulties while starting business in the context of big internet support and low Internet plus, which can also bring new impetus to development in the future. Enterprises should attach importance to the outstanding innovative talents in colleges and universities. On the one hand,

we can sign a "mutual aid" agreement with it and set up a special fund to ensure that college students can achieve greater results in practice. On the other hand, after developing innovative products, college students can apply them as the return of the projects, which can not only verify the practicability of the products, but also help the enterprise to increase the profit.

4.4 Improve Laws and Regulations on Innovation and Entrepreneurship

As a group with active thinking and innovative motivation, college students should help the government further improve the relevant laws and regulations, to effectively protect their independent intellectual property rights, and make reasonable development plans in the light of specific contents, to avoid the loss of the rights and interests of college students. In fact, the current laws concerning entrepreneurial activities are the Company Law, the Legal Enterprise Law, the Guarantee Act, the Contract Law, etc. In order to ensure that college students can get more comprehensive protection in the "Internet plus" environment, the laws and regulations can also be improved according to the characteristics of the Internet.

For example, the Copyright Implementation Ordinance can be added to the protection of college students, so that every college student can enjoy the legitimate rights granted by national laws during the period of innovation and entrepreneurship. For example, in order to solve the problem of sharing bicycles a college student fixed pile back car, he put forward the creative idea of "intelligent no pile return". From the legal aspect, if the related enterprises of bicycle-sharing want to adopt such an advice, they should consult the college student. At the same time, it requires the author's consent when others use the creative idea. Therefore, the the laws concerning innovation and entrepreneurship can provide an important guarantee for college students' legal rights in their innovation and entrepreneurship.

5.CONCLUSION

To sum up, the new normal in the era of "Internet plus" can indeed provide important guidance for college students to innovate and start a business. Therefore, colleges and universities should actively work with the local government and enterprises to provide important protection for college students' legal rights in their innovation and entrepreneurship activities. At the same time, we can also start from arousing the enthusiasm of participation, broadening the practice platform, paying attention to guiding effects, perfecting laws, and regulations, and thus bring important promotion to the future development of college students.

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Higher Vocational Chinese Teaching Should Pay Attention to The Cultivation of Students' Humanistic Quality

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Abstract: Chinese is the basic subject in education, and it is also the most important subject. It is not only the precipitation of China's 5000year civilization, but also the way for students to understand the excellent connotation of ancient China. Therefore, the study of Chinese plays a key role in the inheritance of Chinese traditional culture. But in the current stage of Higher Vocational Chinese learning process, pay more attention to the teaching of Chinese knowledge points, ignoring the improvement of students' humanistic quality, which is an essential ability of students at this stage. In the current stage of Higher Vocational Chinese teaching, we need to pay attention to the improvement of students' humanistic quality, to improve students' comprehensive quality. Therefore, this paper focuses on the cultivation of students' Humanistic Quality in Higher Vocational Chinese teaching.

Keywords: Higher vocational education; Chinese teaching; Humanistic quality

1. HUMANISTIC QUALITY

1.1 Connotation of humanistic quality

Humanistic quality is the embodiment of humanism. Its meaning is different from "Scientism" and "money worship". It takes life and values as the core content, and pays more attention to people's spiritual pursuit and romantic pursuit. And humanistic quality is a human-centered value scale, which mainly refines the view of life and the perception of life, and extracts the idealism and romanticism ideas about human life. The main core key is how to be a person, so it plays an important role in the current Chinese teaching [1].

1.2 The importance of humanistic quality in Teaching

In the current era of social and economic development, students are required to constantly improve their own humanistic quality and comprehensive quality, but at this stage, there are still students whose values are distorted under the influence of the surrounding environment, so it is necessary to establish correct values for students in the current Chinese teaching process. Now the teaching pays more attention to scientism, and does not teach students how to behave in the world, nor to establish correct ideological values for students, which is also an important standard and basis for the evaluation of students. Therefore, in the current higher vocational Chinese teaching process, it is very important to cultivate students' humanistic quality.

2. ANALYSIS OF THE CURRENT SITUATION OF CHINESE TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 The orientation of Chinese teaching in higher vocational colleges is not clear

Chinese is a course that needs further study from primary school to university, but in the actual course teaching, students need to learn more courses, and it is also the content that every professional student needs to learn, so there is less pertinence in Teaching [2]. Many students in the learning process do not understand the purpose of the Chinese curriculum, feel that the Chinese subject is dispensable. At the same time, the teachers do not set up teaching objectives in the process of teaching, so the teaching process without the guidance of teaching objectives is less of great significance.

2.2 It is out of touch with reality and the actual educational function is not strong

In the process of teaching Chinese teachers in higher vocational colleges, it is rarely of practical significance. Basically, they give lectures based on textbooks and textbooks. They just take this as the teaching center, and rarely explain the essence of ancient history and culture more clearly in the teaching process. Therefore, the practicability and educational significance of Chinese teaching in higher vocational colleges are very small. In the teaching process, teachers did not carry out teaching according to students' interest points, which led to students' learning enthusiasm and learning efficiency was not high [3].

2.3 Students do not pay enough attention to Chinese teaching

There are many learning contents in higher vocational education. While learning professional knowledge, we should also pay attention to curriculum practice. Besides, there are community activities and student union activities after class, and sometimes some activities and lectures will be carried out. Therefore, many students are too busy to cope with these learning contents. Even there are students in the process of learning truant phenomenon, do not have a correct understanding of the Chinese curriculum, the degree of attention is not high, so the teaching efficiency of Chinese class is not ideal.

3. STRENGTHEN THE PRACTICAL POLICY OF CULTIVATING STUDENTS' HUMANISTIC QUALITY IN HIGHER VOCATIONAL CHINESE

TEACHING IN THE NEW ERA

3.1 Strengthen humanistic education and establish the "four people" concept of ability education

In the process of Chinese teaching in higher vocational colleges, Chinese teachers need to change their ideas in time, improve the teaching mode, and realize the Chinese classroom with humanistic education as the core. In the teaching process, the classroom with teaching materials as the whole content will be transformed into the teaching concept of "four people" as the teaching center. The "four people" mainly refers to "human nature, life, personality and humanity", so that students can establish correct values and moral quality through Chinese class, and become a person who can criticize their own behavior in time.

3.2 Select the content of Chinese teaching and establish the concept of cultivating Chinese teaching with humanity

Chinese serves life but also comes from life. The teaching content of Chinese is very rich and has great humanistic value. Therefore, teachers need to make a more reasonable choice of Chinese teaching content, and can use the way of comparison between ancient and modern in the teaching process. For example, in the study of Dujiangyan, Li Bing's spirit is expressed through Dujiangyan. In this way, the author's expectations for the future can be seen. In the teaching process, teachers can compare the changes of Dujiangyan before and after Li Bing's flood control, so that students can understand the noble feelings of the ancients. In the opening ceremony of the Asia General Assembly, it is of great significance to learn from the cultural background of the opening ceremony of the general secretary of Asia. Therefore, it is of great significance to learn from the cultural background of the opening ceremony of the Asia General Assembly.

3.3 People oriented, focusing on improving students' learning enthusiasm

Teachers need to pay attention to students' autonomous learning in the teaching process. They can not force students to learn by tough means. Only by constantly improving students' learning autonomy can we improve the efficiency of classroom learning. At the same time, teachers also need to be people-oriented to create a more relaxed and pleasant teaching atmosphere. After class, teachers need to constantly enrich their professional quality and cultural knowledge, improve the efficiency of students' classroom learning, and in the process of teaching, they also need to use the teaching methods that students prefer. For example, through the multimedia to play some humanities movies, let the students more deeply feel the humanities knowledge.

3.4 Building an open classroom teaching mode in Higher Vocational Colleges

Chinese teaching in higher vocational colleges can greatly improve students' Chinese literacy. Improving the teaching quality of Chinese teaching can also improve students' humanistic quality. By improving students' humanistic quality, traditional Chinese civilization can be spread. In this process, higher vocational colleges need to constantly improve their own campus cultural construction, in order to provide students with a more reasonable humanistic learning platform. Higher vocational education needs to pay attention to education. We can choose some different forms of elective courses to assist teaching, which can greatly improve the humanistic quality of higher vocational education. We can choose Chinese classic prose reading, calligraphy, and ancient poetry appreciation, etc., so that students can deepen their Chinese literacy in this literary atmosphere, and improve their Chinese learning enthusiasm. Higher vocational colleges can also regularly carry out campus activities to improve students' Chinese comprehensive quality and humanistic quality.

4.CONCLUSION

To sum up, Chinese plays a very important role in China's current education, and in the era of continuous cultural progress, it is necessary to establish lifelong learning of Chinese as the teaching goal. Therefore, in the current process of higher vocational education, humanistic quality needs to be integrated into the teaching process. Teachers need to constantly improve their own teaching strategies, to improve students' learning enthusiasm and improve the teaching level of Chinese in higher vocational colleges.

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Innovation of Ideological and Political Work in Colleges and Universities Under We Media Environment

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Abstract: With the rapid development of economy and science and technology, we media, as a technological product in the new era, is widely used in various fields in China, and is also full of people's daily life. College students are about to enter the society to participate in work, their ideological and political will inevitably be affected in the environment of we media, so how to maintain the noble moral character of college students is the task that educators in Colleges and universities should pay attention to. This paper first expounds the concept and characteristics of we media and the challenges that we media brings to the ideological and political work in Colleges and universities, and then discusses the innovation path of Ideological and political work in Colleges and Universities under the environment of we media, and puts forward personal opinions.
Keywords: We Media Environment; Colleges and Universities; Ideological and Political Work

1. THE CONCEPT AND CHARACTERISTICS OF WE MEDIA

If we want to use, we media to carry out ideological and political work in Colleges and universities, we must first understand its concept. We media is a new media based on the Internet, which takes the traditional media as the medium, and then forms a new media based on the Internet. It mainly focuses on the characteristics of democracy and electronics, and serves the masses of the people. Nowadays, the development trend of we media has shown a diversified trend, which can be seen from various software and websites. There are three characteristics. The first is diversification. There are many sources when we media carry out information dissemination. This is because people have different ideas, so when they spread things on the Internet, they will have a variety of characteristics. The second is the popularization, that is, everyone who participates in the we media can put forward their opinions according to their own opinions and then publish them on the Internet to highlight the popularity. The third is popularization. Now the Internet has been popularized in people's lives, and we media is also used in various fields in such an environment.

2. WE MEDIA CHALLENGE THE IDEOLOGICAL AND POLITICAL WORK IN COLLEGES AND UNIVERSITIES

2.1 It has brought changes to the original ideological and political education

In the traditional ideological and political education in Colleges and universities, most of them use classroom teaching or organizing extracurricular activities to regulate students' behavior or help them establish correct values. But after we media is put into use, online teaching can be realized, and it can also help students express their opinions, just like a moral education topic is discussed and expressed by many people, which can also make students have corresponding resonance. On the other hand, students will share the we media network, which is conducive to the innovation and reform of municipal teaching.

2.2 Brings new challenges to the original ideological and political education environment

The traditional higher education in our country is basically realized in the school, and the environment that students can learn is classroom and campus. But when we media appeared, the ideological and political education for college students is no longer limited to these places. We can combine the school, teachers, and social environment organically to form a diversified ideological and political education environment. And we media can also break the limitation of time and space. In addition, teachers can use the Internet to provide reasonable guidance to students. In this way, College Ideological and political education can be combined with virtual network and reality, to achieve efficient teaching effect. However, it also brings great impact to the original ideological and political teaching.

2.3 Has brought impact to the ideological and political staff in Colleges and universities

In the past, the information that can be obtained in the traditional media university information teaching is very single, which is extremely unfavorable for the development of students, because they are about to enter the society to live and work, and values are very important for college students. After the use of we media, ideological and political teachers in Colleges and universities can use multi-media teaching methods to teach and impart knowledge, which has a great impact on the teaching philosophy of professional teachers.

2.4 Impact on students' Ideological and political concepts

We media itself has the openness, compared with the traditional media, there are a lot of links less audit, so if many students can not distinguish between right and

wrong, they are easily affected by the bad information in we media, so they blindly follow the trend, which is extremely unfavorable to their ideological and political concepts.

3. THE INNOVATION PATH OF IDEOLOGICAL AND POLITICAL WORK IN COLLEGES AND UNIVERSITIES UNDER WE MEDIA ENVIRONMENT

3.1 Effective cognition of we media influence

With the continuous popularity of the Internet, colleges and universities must be aware of this social background, actively tap the value of we media, and use it in teaching. For the ideological and political educators in Colleges and universities, this kind of media is an important way to publicize the ideological and political education information for students, and its reasonable use can achieve the maximum educational effect [2].

3.2 Openness and fairness of ideological work in Colleges and Universities

College students in this age stage, whether it is the awareness of learning or the ability to live are mature, they have their own views on a lot of political activities. Therefore, colleges and universities should give them the space and platform to express their opinions, not to block the news, to achieve transparency, so that students can make rational evaluation according to some political activities, and other students will join in, and teachers can also understand the ideological dynamics of students when watching. In addition, teachers should also solicit the opinions of students when they improve and innovate the teaching classroom based on, we media, to realize the democratization of teaching.

3.3 Use the platform to strengthen interaction with students

We media can bring a broader platform for ideological and political education in Colleges and universities, and can also promote the communication between teachers and students. At the beginning of the implementation, we should first consider how to integrate the ideological and political education into the we media platform. For example, students prefer to use QQ, wechat and microblog. Then we can upload educational resources according to their preferences and leave a communication platform for students, while teachers can optimize according to students' discussion and suggestions on teaching. Or for a political point of view, students will express their opinions, and teachers should make evaluation according to their views. In addition, this education platform should be open to parents of students and people from all walks of life to listen to their opinions, which is the most effective way to feedback the quality of we media ideological and political education.

3.4 Continuous innovation of campus we media education system

Although we media has brought great challenges to ideological and political education, it will also have a great basis. Since the introduction of this education mode in Colleges and universities, it will not only change the original education mode, but also optimize the teaching content. For example, colleges and universities can set up their own official account for education and publicity, and publish some ideological and political teaching resources or party activities as official account, and upload some outstanding deeds of students to form exemplary effects. In addition, the traditional teaching and we media teaching should be integrated together to realize online and offline ideological and political education. For example, teachers first make videos of teaching knowledge to students, and then carry out face-to-face teaching under the line, which can promote the continuous innovation and optimization of the teaching system [3].

4.CONCLUSION

To sum up, from the current situation of Ideological and political education in Colleges and universities, the traditional teaching method has been unable to meet the needs of students in all aspects, when we media into education, it shows a lot of convenience. Then, as ideological, and political teachers in Colleges and universities, they must timely update the education concept, and then play their own guiding role, according to the needs of college students to innovate and reform we media teaching strategy, so as to do a good job in publicity and education, and improve the security for their future life work.

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On the Construction of Ideological and Political Education System in Higher Vocational English Teaching

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Abstract: With the continuous development of social economy and science and technology, China's various industries have increased the demand for talents, the increase of social demand for talents has promoted the development of higher vocational colleges, making the scale of Higher Vocational Colleges continue to expand in the current social development of our country. In the development of China's colleges and universities, no matter at any stage, attach importance to the education of students' cultural theory courses, but not too much education of Ideological Courses, which leads to students' lack of their own political and ideological ideas, and there are some conflicts in Ideological and political learning. English is an important course in the study of higher vocational colleges. In order to effectively enhance the ideological and political education in Colleges and universities, ideological and political education can be run through English teaching to cultivate students' comprehensive quality development. This paper mainly analyzes and studies the construction of Ideological and political education system in Higher Vocational English teaching.

Keywords: Vocational colleges; English teaching; Ideological and political education; System construction; Analysis and research

1.INTRODUCTION

In the process of China's social development, due to the continuous improvement of the economy and the growing influence in the international development, China's foreign exchanges and exchanges are also increasingly frequent, in this case, the importance of English is highlighted. In the education system of higher vocational colleges, English teaching as an important part of its learning also makes students have a certain understanding of western culture, which contains some bad information, which has a certain impact on students' ideological quality. Therefore, in order to eliminate this influence, we can build a complete set of Ideological and political education system to help students establish correct socialist core values.

2. THE FUNCTION OF CONSTRUCTING IDEOLOGICAL AND POLITICAL EDUCATION SYSTEM IN HIGHER VOCATIONAL ENGLISH TEACHING

2.1 Give full play to the role of English Teaching in Higher Vocational Education

English learning is the learning of western culture. English courses occupy a large proportion in all courses of higher vocational colleges. If students' study for a long time, it will affect students' learning of Chinese culture. Therefore, through the construction of Ideological and political education system in Higher Vocational English teaching, students can effectively keep their confidence in national culture while learning western culture Students learn the cultural differences between China and the West and identify the advantages and disadvantages of learning culture. Students in higher vocational colleges should have the ability to distinguish right from wrong. English learning contains a lot of contents, which are unique Western cultural contents. If ideological and political education is properly carried out in this kind of learning, teachers can guide students to learn the differences between Chinese and Western cultures. Learning from this aspect can also enhance students' interest and enthusiasm in learning [1].

2.2 Create an atmosphere of education in Higher Vocational Colleges

English course in higher vocational colleges is a basic course, and any student needs to learn. In English Teaching in higher vocational colleges, there are a lot of original English learning. While learning English, students can also read many excellent articles. In the construction of Ideological and political education in Higher Vocational English teaching, English can be used as a carrier to make use of the connotation of English textbooks In this way, we can not only improve students' English learning, but also improve their ideological and political learning. In the process of learning, we can also improve students' initiative thinking by adding discussion links. We can also educate students through this new way of education, and we can also absorb and discard the excellent culture in the process of learning English the bad influence in western culture.

2.3 Optimize teaching in Higher Vocational Colleges

The students of higher vocational colleges are in a very important stage. In this stage, students' world view is perfect. Therefore, in English learning, students not only learn from teachers' cultural knowledge, but also learn from teachers' moral character and ability. Therefore, it is very important to strengthen ideological and political learning while conducting English teaching. The implementation of Ideological and

political education in Higher Vocational English teaching can be carried out from the teachers, through improving the ideological and moral level of teachers and enhancing their ability to teach and educate people. When teachers have a higher ideological and moral character, they can correct students' incorrect ideas and transmit correct ideas to students in class. Thus, the construction of political quality education in the process of Higher Vocational English teaching can effectively optimize English teaching.

3. THE NECESSITY OF IMPLEMENTING IDEOLOGICAL AND POLITICAL EDUCATION IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

The development of society has led to the development of global economy, which makes the contact between countries become closer. English is mainly used in communication with people from different countries. The development of global economy has led to the attention of our country for English learning. The development of English education in China is relatively short, so it has not made a good breakthrough in the process of education. With the development of science and technology and the close communication form of various countries, many western cultures have poured into our country, resulting in the collision with Chinese culture. In this case, the world values of vocational college students who are good at accepting new things are extremely tolerant Therefore, in this case, it is very important to strengthen and construct the ideological and political education system in English curriculum [2].

4. MEASURES TO IMPROVE THE CONSTRUCTION OF IDEOLOGICAL AND POLITICAL EDUCATION SYSTEM IN HIGHER VOCATIONAL ENGLISH TEACHING

4.1 Improve the ideological and political ability of Higher Vocational English teachers

In the curriculum education of higher vocational colleges, teachers play a guiding role. Therefore, in order to improve students' Ideological and political concepts in English learning, teachers' Ideological and political ability should be improved first. In order to effectively improve the ideological and political ability of teachers, teachers need to have higher political quality and professional quality. There are many special Western cultures in English courses. Teachers will also be impacted by western culture when they teach the course. At this time, if they want to be free from the influence of western culture, teachers themselves should learn from political theory As for the cognition of the socialist core values, as long as the teachers themselves stand firm in the process of English education, they can enhance the possibility of the construction of Ideological and political education system in English teaching. In English curriculum, students' learning of Ideological and political ideas is also partly from teachers. Therefore, teachers, as the teachers of the course and the transmitter of culture, can have an impact on students only if they have a high ideological and political culture.

4.2 Clarify the media of Ideological and political education in Higher Vocational English teaching

The media of Ideological and political education mainly refers to the composition of the content, purpose, and method of Ideological and political education, which have different differences, but are important contents in teaching. In order to clarify the mediators of Ideological and political education in English education, we should first unify the purpose, method, and content of Ideological and political education. Only by keeping the three consistent can we enhance the ideological and political education in English learning. In Higher Vocational English education, the construction of Ideological and political education system should take patriotism as the core and moral education as the foundation, to improve the overall development of students. Secondly, the success of the construction of Ideological and political system in Higher Vocational College English teaching depends on the innovation of Ideological and political education mode. Only through innovation can the ideological and political system be better integrated into English teaching [3].

5.CONCLUSION

To sum up, in English Teaching in higher vocational colleges, the construction of Ideological and political education system can effectively improve the development of students' comprehensive quality and the correct formation of their own values of life. To effectively construct the ideological and political education system in English teaching, teachers should not only strengthen their own study of ideological and political courses, but also enhance the enthusiasm of students and ideological and political teaching Only in this way can ideological and political education play a beneficial role in English education.

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New Ideas of Ideological and Political Education for College Students Under the Background of New Media

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Abstract: Due to its strong interaction and information characteristics, new media is recognized and loved by many college students and teachers, and is widely used in Ideological and political education in universities. The combination of new media and ideological and political education can enrich its teaching means and diversify the mode of ideological teaching course. However, although the new media technology has many positive significances, it is also a huge challenge for the traditional ideological and political classroom.
Keywords: New media; College students; Ideological and Political Education

1.INTRODUCTION

Due to the advent of information society, new media has been closely combined with the life of the people, which has greatly changed the way people receive information. College students are particularly fond of new media, and almost all of them take the Internet as an important way to learn and obtain information. In the new media environment, the University Ideological and political classroom needs to be brave in innovation and development, to effectively improve its teaching quality [1, 2].

2. THE INTRODUCTION OF NEW MEDIA TECHNOLOGY

2.1 Main concepts of new media technology

New media technology is mainly the effective integration of new media and digital technology, through the form of related mobile devices. With the rapid development of new media technology, the connotation of new media itself is also constantly expanding, which is paid attention to by all sectors of society, especially in college education.

2.2 Particularity of new media technology

2.2.1 Timeliness. Because the new media is based on the new media as a medium for communication, its dissemination is almost no interval. When the relevant staff post the relevant information on the network system, the receiver can receive the information almost instantaneously. This breakthrough of traditional time and air-conditioning communication, so that online users can carry out timely information exchange.

2.2.2 Interactivity. New media users cover a wide range of users, and its interactive communication mode is not limited to one-to-one, but also can be many to many modes. Everyone involved in the new media network system can interact online and express their views.

2.2.3 Diversification. In the new media technology, its layout design and model, are based on the development of social aesthetics in constant innovation. New media can be based on their own personalized adjustment to meet the interests and needs of different groups of people.

3. THE SIGNIFICANCE OF THE COMBINATION OF NEW MEDIA TECHNOLOGY AND IDEOLOGICAL AND POLITICAL EDUCATION

Ideological and political education is an important part of college education. It is of positive significance to carry out ideological and political education based on new media technology. At present, many college students are willing to obtain relevant knowledge through new media technology, which shows that students have a certain dependence on new media technology. Teachers need to effectively control students' dependence on new media. Because the current college students are in the information age, they are exposed to a lot of information every day. And most college students are willing to contact these new things and dare to face the challenges of society. However, due to the lack of experience of college students, there is a lack of judgment on things. It is difficult to distinguish the true from the false in a large amount of information. They are easy to be misled by bad information and go astray, which will have a great impact on themselves and society. Therefore, it is necessary to carry out ideological and political education in order to guide college students' correct value orientation. Through the reasonable guidance of students, so that they can correctly view the new media technology, let their students resist the bad information on the network.

Secondly, new media technology can effectively enrich the means of Ideological and political education. Through the method that students like to see and hear, students can be in a relaxed and pleasant learning atmosphere to carry out ideological and political teaching. The traditional form of Ideological and political education in Colleges and universities relies too much on the traditional

ideological and political courses, which can not effectively achieve better teaching results. The theory of Ideological and political course is complex and diverse, and the boring teaching form is easy to make students reject the ideological and political teaching. The traditional form of Ideological and political education in Colleges and universities relies too much on the ideological and political courses in the classroom, which can not effectively achieve better teaching results. The theory of Ideological and political course is complex and diverse, and the boring teaching form is easy to make students reject the ideological and political teaching.

As an important course, ideological and political education can effectively promote the healthy growth of students by infiltrating new media teaching into Ideological and political course. Through the flexible use of new media technology, teachers can continuously understand the ideological changes of students, to quickly take countermeasures, and significantly improve the efficiency and quality of Ideological and political teaching. Based on the new media technology can avoid the ideological and political work in a backward state, so that students from the heart to accept ideological and political education. With a high standard of Ideological and political education, students can form a correct value orientation. In the ideological and political education curriculum task, teaching evaluation and professional plan reform, effective combination of new media teaching. This strongly proves that the new media teaching is continuous, enriches the form of Ideological and political teaching, enhances students' interest in learning, and strengthens the quality of Ideological and political teaching. At present, students are not satisfied with the traditional single ideological and political teaching in the past, and are willing to carry out online teaching and learning through online network system. For college teachers, the new media mode of Ideological and political teaching can make the teaching content intuitive show to students, let students and their own interaction stronger, play the real value of Ideological and political education in Colleges and universities.

4. NEW STRATEGIES FOR THE DEVELOPMENT OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION

4.1 Refine ideological and Political Education

In the past, in the traditional ideological and political teaching, ideological and political teaching was mainly used to further strengthen students' moral quality. Such teaching objectives are too general and abstract, and related work can not be carried out in detail. Therefore, the current primary task is to grasp how to position the ideological and political education objectives in the ideological and political education. Based on the national understanding of College Students' emotional morality, ideological and political education can be divided into: Ideological and moral and political concept objectives; psychological development goals; ideological ability goals. The ideological and political education in Colleges and universities has multi-level research. Ideological and political education, as a guiding principle of Ideological and political work, needs reasonable planning and design. The original ideological and political teaching objectives are further refined and analyzed, to effectively carry out ideological and political work in Ideological and political teaching.

In the process of Ideological and political education, teachers should change their teaching ideas and fully consider how to effectively infiltrate ideological and political education. Through the combination of the actual situation of students' life, based on the new media teaching form, effective ideological and political teaching. But this kind of imperceptible teaching form, can let the student accept more, will not produce the rejection psychology. In the traditional ideological and political teaching, teachers are always in the dominant position, while ignoring the subjectivity of students, resulting in poor quality of Ideological and political teaching. Teachers should take students as the core of teaching, and constantly strengthen the interaction and communication with students. In depth understanding of students' own situation, according to the situation of students to carry out ideological and political education work. In the ideological and political classroom learning, teachers should give students a relatively free space to express their opinions and give students space to play their own. According to the content learned in the classroom, combined with their own experience in life, students can achieve the effect of combining with reality. In the classroom, students have the freedom of thinking, the learning atmosphere will be more active, thus more effective to build a harmonious relationship between teachers and students.

4.2 Strengthen the new media form of Ideological and Political Education

In order to effectively improve the quality of Ideological and political education, we need to set up new media form of classroom teaching. In Ideological and political education, teachers should first let students correctly establish the value orientation of national culture. Under the guidance of correct consciousness, we should scientifically understand the advantages and disadvantages of new media. In the ideological and political course teaching, reasonable infiltration of network culture, so that students can clearly dialectical to the network of diversified ideas. In the form of network teaching, teachers should take students as the main body and give full play to students' subjective initiative. Using a variety of new media resources, to constantly enrich the ideological and political teaching course content. Colleges and universities need to build online learning system, so that teachers and students

can fully communicate on this platform to avoid face-to-face embarrassment. In the Democratic ideological and political teaching atmosphere, teachers can guide students to query and process learning information through new media technology. In the ideological and political education in the form of network courses, colleges and universities can carry out penetration education combined with related disciplines. Teachers systematize the knowledge of traditional ideological and political teaching materials, and enable students to conduct autonomous ideological and political learning and interactive answering questions online and offline through the relevant network system. Teachers can timely understand the learning situation of students on the network platform, and provide timely answers and guidance according to the learning needs of students. In order to effectively improve the efficiency of Ideological and political teaching, we should combine network learning with traditional learning.

4.3 Correctly grasp new media technology

Because the current students are in the information age, they are exposed to a lot of information every day. And most of the students are willing to contact with these new things and dare to face the challenges of society. However, due to the lack of experience of students, there is a lack of judgment on things. It is difficult to distinguish the true from the false in a large amount of information. They are easy to be misled by bad information and go astray, which will have a great impact on themselves and society. Therefore, it is necessary for college education to carry out ideological and political education and guide students' correct value orientation. As an important teaching form of Ideological and political education in Colleges and universities, it is of great significance to carry out ideological and political work based on the new media teaching form. On the one hand, we need to fully consider how to combine information means with ideological and political education in Colleges and universities. On the other hand, we need to understand the positioning and role of new media technology in Ideological and political education in Colleges and universities. Teachers should fully affirm that the new media technology is ultimately auxiliary to ideological and political education and improve the quality of Ideological and political education. Let the students extricate themselves from the boring ideological and political learning atmosphere in the past, and improve their interest in learning. At the same time, teachers need to show the difficulties and key points of Ideological and political education vividly in front of students through new media technology, so that students can master and learn more easily. This way is since teachers should not only be familiar with the ideological and political education knowledge in textbooks, but also have a certain understanding of some information means, to design a perfect

teaching plan. Finally, with the help of information means, students have a strong interest in college education and even the whole discipline. Colleges and universities need to be better and stronger in the construction of Ideological and political education, and play a positive role in promoting the society. In the ideological and political education, we should always pay attention to the relevant work and implement the rationality and scientificity of the innovation and reform of Ideological and political education.

4.4 Diversified teaching mode

In the diversified new media teaching mode, students' own characteristics are particularly important. It focuses on improving students' interest in learning, so that students can have a sense of success in Ideological and political teaching activities. Let students participate in the ideological and political education with a confident emotional attitude to enhance the sense of participation in activities. Let the boring teaching activities in the past be fully transformed, so that students have a new understanding of Ideological and political teaching activities. In the diversified ideological and political teaching, students' comprehensive ability, habit and consciousness will be actively cultivated. In the diversified ideological and political learning, it is a teaching mode based on interaction. Not only one person can complete the whole process, but each member cooperates and cooperates to complete the whole process. The essence of cooperative ideological and political teaching is to share and discuss cooperation among students, to solve the problem more conveniently and quickly. In addition to propaganda and teaching in Ideological and political classroom, we should carry out diversified ideological and political education in combination with campus activities after class. An interesting teaching situation is crucial to the motivation of students. It is an effective way to improve students' learning enthusiasm and initiative, so that the ideological and political teaching in the classroom is more efficient. After the initiative of students is mobilized, the formation of generative resources is promoted. Extracurricular ideological and political activities are an effective expansion of classroom teaching, which can effectively improve the efficiency of Ideological and political work. College students are in their adolescence and are willing to show themselves in front of their classmates and teachers. Through the guidance of diversified ideological and political teaching forms, students can form a positive and optimistic attitude towards life and form a correct value orientation.

5.CONCLUSION

In a word, ideological and political education, as an important part of college teaching, is of great significance for the physical and mental development of college students. In the ideological and political education, the combination of new

media technology can not only effectively enrich the ideological and political teaching form, but also is the inevitable requirement of social development. In carrying out ideological and political education, teachers should change the traditional teaching ideas and give full play to students' subjective initiative. Combined with the ideological and political teaching activities in class and after class, guide students to form a good ideological and moral quality.

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Discussion on The Application of Business English In the Management of Cross Border E-Commerce Enterprises

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Abstract: Under the new situation, with the improvement of national consumption level, the development of cross-border e-commerce has become a unique development system. There are some language barriers in the development of cross-border trade, which are not conducive to the management and sustainable development of enterprises. At this time, the importance of business English is highlighted, and it has become the main way to effectively solve the problem of cross-border e-commerce trade communication. Judging from the current situation, most small and medium-sized enterprises mainly implement e-commerce transactions on third-party cross-border e-commerce platforms. Many companies cannot translate product descriptions and corporate information well due to their own English restrictions. Therefore, according to the current situation of cross-border e-commerce enterprises in the application of business English, this article analyzes the needs and paths of business English application in the management of cross-border e-commerce enterprises, and explores the future development direction.

Keywords: Business English; Cross border e-commerce; Enterprise management

1.THE CONCRETE CONCEPT OF BUSINESS ENGLISH

Usually, business English mainly refers to the product of the combination of business and English. This subject includes the language application knowledge in all the aspect of business world in order to make sure the smooth going of all parts of business operation. Not only English language knowledge is needed, but also all the knowledge and abilities related to the business.

2. QUESTIONS RAISED

With the development of globalization and the implementation of the "One Belt and One Road" national strategy, a new form of foreign trade, cross-border e-commerce derived from "Internet + foreign trade", has quietly emerged. It has gradually become a new model, new bright spot, and new trend in foreign trade. With the further breakthrough of cross-border logistics, payment and other links and the further improvement of the profitability of cross-border e-commerce companies, the cross-border e-commerce industry will usher in a golden period of development [1]. According to Nielsen, the total number of e-commerce transactions reached US $105 billion in 2013 [2]. In 2014, the scale of cross-border e-commerce transactions in China reached a total of 4.2 trillion yuan, with a growth rate of 35.48%, accounting for 15.9% of the total import and export trade. According to Alibaba's forecast report, the B2C e-commerce transactions in 2020 will reach to $994 billion [3]. It can not only bring more favorable opportunities for small and medium-sized enterprises, but also expand the absorption capacity of business English talents. Therefore, under the development trend of modernization, how to apply business English in the management of cross-border e-commerce enterprises? How to use business English more effectively to promote the development of cross-border e-commerce trade? It has become the focus of research under the current situation.

3. THE CURRENT SITUATION OF BUSINESS ENGLISH IN THE MANAGEMENT OF CROSS BORDER E-COMMERCE ENTERPRISES

Since cross-border e-commerce transactions are online, not face-to-face, language exchange and communication are particularly important. In the market of cross-border e-commerce, the competitiveness of some developed European and American countries is increasing. In the process of cross-border e-commerce transactions, only by more accurate understanding of the target country's language, culture, and trade habits, minimizing misunderstanding in translation or communication, and analyzing the effective communication between customer groups, can stable establish long-term relationship between customers and enterprises. Nowadays, the main cross-border e-commerce operation mode in China include: the platform of cross-border block trading, the platform of integrated portal cross-border e-commerce small wholesale and retail. In addition, it also includes some vertical cross-border small wholesale and retail modes, professional third-party service platforms, etc. [4]. Regardless of the type, the main value of business English applications is in the process of selling product and service on the platform. From a practical point of view, many platforms can be their own English websites or third-party cross-border e-commerce network platforms. For example: "Aliexpress", "DHgate" and so on [5-8]. In terms of export settings, most of them are English web pages, supplemented by third-party robot translation platform services. As time goes on, many enterprises have begun to equip

professional business English team, which can help businesses to improve the level of product description and business communication to the maximum extent, and show a strong language service to customers. The combination of robot and business English translation can reduce the cost of translation to the greatest extent, obtain the hot spots in the market in a short time, and establish long-term customer relationship based on the actual situation of the enterprise, to meet the indispensable development needs. However, from another perspective, many English web pages in cross-border e-commerce platforms have some problems, such as the product description is not suitable and the company introduction is far from satisfied. The main reason is that the translation level of business English is insufficient, and the problem of literal translation has always existed. These problems are mainly caused by insufficient funds, the professional level of employees or other objective factors in the process of implementing cross-border e-commerce transaction process management. Therefore, the level of the translation of the products is far from satisfied which will of course influence the transaction amount.

4. THE APPLICATION OF BUSINESS ENGLISH IN THE MANAGEMENT OF CROSS BORDER E-COMMERCE ENTERPRISES

4.1 Enterprise and product information release

In the process of cross-border e-commerce enterprise management, some enterprises' introduction information or product introduction will be published in their own website. However, in the process of release, there will be some problems. For example, when introducing products, they don't use the correct keywords to describe it; when introducing their company, they did not show their brand advantages. In addition, when writing their company introductions, they only do word-for-word translation and do not adjust based on the language and cultural differences of the target country. An authentic English translation can increase the fluency of foreign customers' reading and shorten the time for customers to identify with the company.

Only when consumers have a sense of recognition with the company and have an interest in the product can they be motivated to place an order in the shortest time. While in the implementation of product description translation, many enterprises use the online translation which will have a certain error [6]. Therefore, while writing online product description or enterprise introduction, the enterprises not only need to ensure the accuracy of product or enterprise information, but also need to ensure the accuracy of product word categories. Because the right introduction of the company which will give deep impression to the customers and improve the brand recognition. Only when the value of business English is guaranteed can we attract more consumers and improve the conversion rate of orders.

4.2 Commodity promotion

In practical, in the enterprise management of cross-border e-commerce, the main purpose of the companies in cross-border e-commerce platforms is to sell product effectively. They must promote their commodities as widely as possible. The needs of cross-border e-commerce enterprises is related the abilities of rapid customer information mining, effective promotion of products, and good construction and application of their website. It is crucial to choose the keywords of the title accurately. Because the right use of keywords for the products will bring more search volume on the Internet on the cross-border e-commerce platforms, the attractive product descriptions can highlight product selling points which will lead more orders.

And the promotion of products can help businesses to grasp the customer needs in related market and gain more popularities. After that, the enterprises can combine the consumption concept of foreign consumers and formulate scientific promotion measures, so that cross-border e-commerce enterprises can get more orders in different website and gain more cooperation opportunities in foreign markets.

4.3 Transaction confirmation and logistics

In general, on cross-border e-commerce platform, the seller will automatically confirm the transaction after the order is paid. In these basic activities, enterprises need to use business English to communicate with consumers in order to avoid high return and exchange problems. In cross-border e-commerce transactions, disputes caused by logistics account for a relatively large proportion, mainly due to long logistics time and the different efficiency of the logistics system in different countries. In responding to customer questions about logistics, the use of language and the choice of wording are particularly important. In the process of using business English, if the service concept is expressed relatively stiff, then it will affect the further turnover rate, and even may cause adverse consequences.

4.4 Online communication

In the process of basic communication, it includes the main contents of pre-sale consultation, transaction communication and after-sales communication. Using cross-border e-commerce platform can increase the communication between the two sides and maintain timeliness. Generally, if the amount of transaction is not too large, then the demand for online consultation before sale is not too high. Many consumers can place their own orders according to the description of the products. However, the needs of business English application, mainly in online language communication, including accurate product introduction, deep understanding of company culture to ensure smooth shopping process and good shopping experience.

4.5 After sales service and information feedback

In the application of business English, after-sales service is mainly online communication. Not only do we need to keep in touch with our customers, but also understand the local market situation, buying habits and purchasing trends in the customer's words. At this time, we need to have a high comprehensive ability of business English, then we can establish a stable

customer relationship and resolve the contradictions. From the perspective of the present stage, the demand of business English is mainly the demand of translation and writing, and when necessary, it also needs after-sales service to help customers solve the transaction problems and resolve the contradictions in communication. In other words, we need not only professional business English literacy, but also consider the language habits and language communication methods of consumers, express their apologies in the most sincere language, then solve problems in time [7].

5. THE APPLICATION OF BUSINESS ENGLISH IN THE MANAGEMENT OF CROSS BORDER E-COMMERCE ENTERPRISES

5.1 Application of business English reading in cross-border e-commerce enterprise management

From a practical point of view, business English reading has played an important role in the cross-border e-commerce trade. Whether you sell or buy product, you need to deal with a lot of business English materials. In these materials, you can see a lot of commercial advertising and product information, product transaction records and so on. And these contents require certain business English reading ability. Only through correct understanding can the reading be completed quickly. Sometimes the translator must understand a lot of professional terms and even its abbreviation. So, the translator has to collect terminology in specific industry and to know the latest industry trends, new technologies and processes. For example: in the transaction of mobile phones, enterprises will release some information about mobile phones in English. Some information mainly describes the brand, specifications, operating system, pixels, memory, and other related contents. These contents can be described directly in simple language. However, when it comes to some resolution or pixel professional issues, there will be big differences. Currently, it is likely to bring some difficulties to the sales of cross-border e-commerce. For example: QTY (quantity), GR WT (gross weight), Pd (CHARGEPAID), etc. [8]. Translators need to grasp these key points in a short period of time. Only by learning more business English knowledge, challenging new things, accumulating business English language knowledge, and constantly improving the ability to solve problems, can we meet the needs of modern development of cross-border e-commerce enterprise management.

5.2 The application of business English writing in the management of cross border e-commerce enterprises

From a practical point of view, in the process of cross-border e-commerce trade, what needs to be used is business English writing. Business English writing is a two-way communication, which is not only the process construction between buyers and sellers, but also the basis of understanding business English writing ability. Only by carrying out effective research on the characteristics of the product, can we clearly introduce the specifications and attributes of the product in a clear way, so as to achieve effective negotiation. In business English, the most used writing is e-mail which used in negotiations. E-mail is the main way to contact business, communicate business information, and answer consultations. When writing emails, it is necessary to focus on language standards, be polite and decent, try to make customer have interests in the product. Only through skillfully use of business English, can we meet the needs of our customers, and promote our products to wider markets.

5.3 Application of business English translation in cross border e-commerce enterprise management

In the process of cross-border e-commerce transactions, relevant personnel of cross-border e-commerce will receive the seller's main documents, which contain a lot of industry information and industry terminology. For example: the orders of clothing often involve some terms about clothing technology, such as the style of the collar and the shape of the pocket. In the cross-border e-commerce company management, many companies are small and medium-sized enterprises, they don't have professional translators due to several reasons. Therefore, the export salesmen are required to be responsible for their own clothing terminology translation, and they also need to combine with the actual needs to develop their products to meet the target market standards. Once the translation of a terminology is wrong, it may lead to an inaccurate understanding of the produce process, and even lead to unsalable products. In this case, the demand for business English of employees is high, not only need to clarify the basic business language, but also need relevant personnel, combined with the needs of enterprises, constantly determine the relevant content. In the process of transaction, not only need to bring professional service experience to consumers, but also need to lay enough preparation for the long-term development of the company.

5.4 Application of business English online communication in cross border e-commerce enterprise management

With the continuous deep development of network technology, it is very common to use instant online communication tools in the implementation of the transaction process. Among many chat tools, WECHAT is the most widely used tool in cross-border e-commerce communication, followed by LETV'S Skype, Apple store's what's up, and ALIBABA'S TRADE MANAGER. Compared with emails, instant chat tools can provide timely feedback on customer questions. By using reasonable communication tools, the company can complete dynamic and effective construction and communication based on collecting information and keeping timeliness. At this point, we can essentially complete the extension of language. However, in most cases, it exists in the form of written communication. Companies can gain a lot of benefits by using instant chat tools, such as, it can increase the consumer stickiness and brand loyalty. In addition, companies can collect the feedback information of their products more effectively, such as the problems of

online payment or goods defects, claim settlement and so on. After that, they have more time to adjust sales strategy or some adjust in their products. In that way, we can improve the business English knowledge and the application ability on the process of product introduction, price negotiation, customs clearance, and freight transportation.

5.5 Development trend of business multi-language in cross border e-commerce market

With the continuous development of cross-border e-commerce, more and more consumers from non-English speaking countries join the trend of online shopping. Therefore, the number of languages that can be selected in online shopping platforms is also increasing. In the global trend, we can see that many well-known brands have begun to analyze the proportion of sales in multilingual areas based on C2C websites. Many small language countries have seen rapid growth in online transactions, such as the Italian and Brazilian markets. Many cross-border e-commerce platforms react quickly by provide small languages website. While shopping in ALIBABA, DUNHUANG, DALONG and other platforms' homepage, the customers can switch languages by click the designated button in the platform of ALIBABA'S, we can see that there are 13 languages involved, but the most basic international language is English. There are other cross-border business markets, business English comes first, but it has begun to expand towards the direction of diversification. From the trend of modernization, DUNHUANG.com introduces third-party translation, and can implement manual translation services for more than seven languages, which not only increases the construction of languages, but also increases the experience of consumers. After the mobile cross-border trade app OSELL was presented to everyone, on the one hand, it solved the core problem of communication among businessmen from different countries; on the other hand, it also created instant messaging tools with translation function for more enterprises. It not only improves the quality of translation, but also meets the needs of customers and increases products' orders, which is good for the companies quickly increase its market share. For language learners, firstly, it is necessary to clarify the application of business English in cross-border e-commerce trade, and then they should constantly participate in the practice of business English actively, and extend in the direction of diversification. Based on proficiency in English, learners can also learn other small languages to lay the foundation for future business work. For example, business English learning students can increase their practice ability in cross-border e-commerce companies or some related fields, such as third-party language services. In addition, big cross-border e-commerce platforms such as Amazon, Aliexpress also become the main places to practice business English. In the process of practice, learners need to be familiar with every path and detail. In addition, the learners should also keep pace with the times to collect relevant information,

keep up to understand the latest trends, enhance comprehensive literacy, enhance employment competitiveness, and extend to the direction of compound talents training. According to the development trend data at the end of 2019, first, the scope of online commerce has expanded rapidly, from Eurasia to Europe, Asia, and Africa. Secondly, cross border consumption is more frequent and categories are more diverse in recent years. Thirdly, there are big differences in the consumption markets of different countries, so we need to formulate the market layout pertinently. Finally, Under the influence of the "One Belt and One Road" policies, the volume of cross-border e-commerce transactions of related countries is increasing rapidly. Through cross-border e-commerce, Chinese products are sold to more than 100 countries and regions, including Russia, Israel, South Korea, and Vietnam, which have signed cooperation documents on the "One Belt and One Road" initiative. Business English learners need to have the comprehensive ability of application of different subjects, the ability to combine cross-cultural knowledge with modern cross-border business theory, the ability to combine Internet information technology with cross-border e-commerce platform construction. At the same time, business English learners also need to have the corresponding communication ability, team cooperation ability, innovation, and entrepreneurship Ability.

6. CONCLUSION

With the progress of society, more and more Chinese enterprises import foreign products through cross-border platforms, but there are also many Chinese enterprises exporting goods to all corners of the world. The importance of business English translation in cross-border e-commerce transactions is becoming more and more obvious, whether in pre-sale consultation, during transaction communication and after-sales services. Currently, it is not only necessary for business English related personnel to have a certain English foundation, but also need to have strong application abilities in reading, writing, translation, online communication and so on. Meanwhile, the translator should have a strong sense of business to dig out the customer needs in different groups to increase merchandise orders and strengthen brand building. They should also pay attention to cultural differences, optimize the organizational structure, optimize the language organizational structure with accurate business terms, and improve the business efficiency and corresponding transaction volume of enterprises. In addition, it is also necessary to combine business English, strengthen the learning ability of small languages, and improve the comprehensive market competitiveness.

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Research on The Innovation Principle and Strategy of Sports Activity Contents in Primary and Secondary Schools

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Abstract: The stage of primary and secondary school is a sensitive period to develop students' physical quality. It is of great importance to pay attention to the reform of physical education in primary and secondary schools and to improve the quality of physical activities among primary and secondary school students during recess. As an important part of physical education teaching, large recess sports activities are an effective way for students to participate in physical exercise and improve their physical quality. Through introducing two elements of quality development training and physical training into the large recess sports activities, this paper puts forward the innovation principles of the large recess sports activities in primary and secondary schools, and combines with the contents and organizational forms of sports activities to explore the innovation strategies of the large recess sports activities in primary and secondary schools according to the diversified, diversified and personalized concept of the large recess sports activities, so as to improve the level of quality and health of primary and secondary school students in an all-round way to give full play to the value of large recess sports activities.

Keywords: Primary and secondary schools; Sports activities during recess; Innovation principle; Innovation strategy

1.INTRODUCTION

With the introduction of various school physical education reform policies, school physical education has made positive progress. However, according to the analysis of national monitoring data on physical health of primary and secondary schools in recent years, the physical health status of primary and secondary school students in China is not optimistic, and problems such as obesity, vision decline and psychological closure are increasingly prominent [1]. Therefore, the education departments, sports workers and parents pay more and more attention to the physical health of primary and secondary school students. Giving full play to the function of school sports and making good use of every link in school physical education will become a breakthrough point to improve the physical health level of primary and secondary school students. During the period of school, the large recess sports activities carried out every day are the best time for students to participate in sports and improve their physique. The traditional and single class exercises and running exercises are not in line with the current teaching concept and situation [2]. Because of the single activity content and method, most students only participate in the large recess sports activities in form, and the exercise effect is not obvious. The primary and secondary school stage is the sensitive period for the development of students' physical quality. It is hoped that through the introduction of new elements of quality development training and physical training, innovative design of large recess sports activities can stimulate students' interest in exercise, improve their sense of participation in sports, improve their physique and promote their all-round development, to provide reference for the construction of primary and secondary school sports.

2. THE SIGNIFICANCE OF THE CONTENT INNOVATION OF THE SPORTS ACTIVITY CONTENT BETWEEN CLASSES

The State Council calls for deepening teaching reform, strengthening physical education and extra-curricular exercise in school physical education, and requires primary and secondary schools to organize students to carry out large recess sports activities, to ensure the implementation of students' activities for one hour every day [3]. Through the literature review and the investigation of some primary and secondary schools, it is found that there are still many problems to be improved. One of the important points is that the content of the sports activities is single, boring, and fixed, and lack of interest and innovation. As the planner, developer, researcher, disseminator and evaluator, PE teachers play an important role in the content innovation of PE between classes [4]. Through the innovative design of the content of the large recess sports activities, further enrich the content of school sports, scientific guidance of students to participate in the practice of large class sports activities. In the content of innovation activities, it is closely focused on Relieving Students' academic pressure, promoting the development of mental health, stimulating sports potential, and improving the participation rate of sports activities, to promote the spread of school sports civilization and the inheritance of the Olympic spirit [5].

3. THE ANALYSIS OF THE INNOVATION GOAL OF THE SPORTS ACTIVITY CONTENT BETWEEN CLASSES

3.1 Full participation of teachers and students to promote the harmonious development of teacher-

student relationship

In the process of large recess sports activities, teachers and students of all subjects are required to participate in the process, breaking the traditional teacher led and students passive learning mode, but the process of bilateral activities between teachers and students. In the process of participation of teachers and students, harmonious teacher-student relationship is an important guarantee for the successful organization and completion of sports activities [6]. In the process of large class sports activities, the interaction between teachers and students is increased to enhance mutual communication. At the same time, teachers' personal demonstration and common advance and retreat with students are easier to obtain students' respect and trust, which helps to build a good relationship between teachers and students.

3.2 Give full play to the function of the sports activity between classes, and implement the improvement of physical fitness level.

Big break is the simplest way to ensure students' physical exercise time, but "serious lack of innovation in the content and form of sports activities has become a quality obstacle [7]. Therefore, it is necessary to constantly innovate and enrich the contents and methods of sports activities between large classes. In the process of innovation, we can combine the sensitive period of students' physical quality development and the characteristics of students' psychological development, introduce quality development training elements and physical training elements on the basis of traditional sports activities, enrich the contents of large class sports activities, promote the healthy development of students' physical and mental health, promote the important role of large class sports activities in physical education teaching, and implement the improvement of physical fitness level Department.

3.3 Stimulate students' interest in sports and enhance their participation in sports

Interest is the best teacher, is an important factor to promote students' physical fitness, but also the basic incentive for students to participate in sports activities. Routine activities can no longer meet the personalized needs of students, but also limit the students' interest in participation [8]. Therefore, it is necessary to constantly innovate the large class sports activities, to stimulate students' interest in sports, improve students' participation rate, relieve learning pressure, and at the same time, promote students' physical and mental health and physical fitness, and cultivate the awareness of lifelong exercise.

4. THE PRINCIPLE OF CONTENT INNOVATION OF SPORTS ACTIVITIES BETWEEN CLASSES

4.1 Safety principle

Safety is not only the premise of participating in sports activities, but also the top priority in the whole activity. All kinds of unsafe factors should be considered in the design of all sports activities, and the potential safety hazards should be eliminated in advance. At the same time, the emergency response plan should be prepared in the process of sports activities. Basic medical drugs, such as band aid, IODOPHOR, alcohol, cotton swab, gauze, ice bag, etc., should be prepared. In addition, it is necessary to make corresponding safety plans for special weather, especially in haze, rain and snow [9]. At the same time, students' safety awareness should be strengthened by playing relevant videos of safety incidents, posting publicity posters of safety education, subscribing to relevant books or newspapers, and conducting safety education lectures for students on a regular basis Improve the security mechanism in all aspects.

4.2 Optional principle

The selective principle means that students can choose suitable activity content according to different grades, different genders, different physique, and different interests. In addition, it is necessary to select the appropriate exercise load according to the characteristics of the activity content, focusing on the small and medium-sized exercise intensity, and selecting scientific methods and effective organizational forms according to the characteristics of physical and mental development and the scope of activities [10]. The selective principle makes the large class activities more targeted, which can improve the sports participation, the quality and effect of activities, and achieve twice the result with half the effort. At the same time, it can reduce the occurrence of sports injuries and the occurrence of safety accidents in activities.

4.3 Novelty principle

The monotonous and boring activity content and organization mode can easily make students feel bored, especially for the long-term development and as an important part of school physical education, it is more necessary to introduce new and diversified activity contents and diversified activities. In the design of the content of the large class sports activities, we can combine the knowledge of the current social frontier fields, bring some new elements into the campus, into the sports activities, such as introducing the elements of quality development training and physical training, and then combine the two scientifically, reasonably and effectively to create a new large class sports activities. In the aspect of activity organization, we can combine the uniqueness of the content, choose the best activity mode, avoid single collective activity mode, arouse students' desire to participate with diversified activity ways, and promote the efficiency of activity process.

4.4 Educational principles

Big break sports is a part of school physical education, so it is a good choice for us to convey various educational ideas and ideas through large recess sports activities. Quality development training is a comprehensive quality education that allows teachers and students to understand the truth through game experience, share experience and feelings, and apply the skills, principles and knowledge learned to practice. Compared with the previous teaching or sports

activities, quality development training adds experience and perception process, so that students can actively obtain more beneficial knowledge. On this basis, the physical elements should be added, combined with the physiological characteristics of primary and secondary school students and the sensitive period of various physical qualities, reasonable arrangements should be made for large class sports activities, to promote the all-round development of moral education, intellectual education, and physical education.

5. THE INNOVATION STRATEGY OF THE CONTENT OF SPORTS ACTIVITIES BETWEEN CLASSES

Quality development training is a comprehensive quality education which combines psychology, physical fitness, and practice. It is easy to abandon the traditional mode of imparting knowledge by preaching, so that students can participate actively and learn independently in the experience. Physical training is the training of basic sports quality, such as agility, speed, endurance, flexibility, strength and so on. It is easy to exercise in the sensitive period of physical fitness when physical training is added to the content of physical activities between classes, which is particularly important for the improvement of health constitution. For example, it is easier to promote the psychological development and physical quality development of primary and secondary school students by using the effective combination of the two in the large recess sports activities, and it is also easier to improve the quality and effect of the large recess sports activities.

5.1 Innovative strategies of consolidating physical fitness elements in the content of quality development training

5.1.1 Content innovation strategy of sensitive quality development activities

Sensitive quality refers to the ability to make corresponding reactions, judgments, and decisions when the external environment suddenly changes, which reflects the body's ability to predict and respond quickly and accurately to changes in simple, space, time, and synthesis [11]. Through a long period of practice on students' sensitive quality, students' ability to deal with emergencies can be improved, and the probability of injury and safety accidents can be reduced. In the selection of activity content, we can choose the quality development training project led by sensitivity, and carry out advanced and backward level based on the original project. In the process of activity, teachers should also make clear and strict standards for the time, range, rhythm, and speed of actions [12]. Different standards can be formulated according to different grades and different physical conditions. For example: choose "don't fall into the forest" in the quality development project to practice the students' sensitive quality, and the teacher can control the password to strengthen the sensitive quality practice in the project (the original project rule is that the students in the group agree their own password). If students

have their own unified password, they will choose their own most suitable rhythm. However, if the teacher gives the password, they can break the original rhythm of students by varying the pace, so that they must make judgment and action faster when hearing the password, to successfully complete the challenge.

5.1.2 Content innovation strategy of speed quality development activities

Speed quality is one of the basic qualities of human body, which mainly includes reaction speed, displacement speed and action speed. In the sensitive period of speed quality, taking certain methods and means to develop the speed quality of primary and secondary school students is of great significance for the development of sports ability and the cultivation of good physical quality [13]. And the speed quality is also a must test content in the high school entrance examination sports. From the primary school stage, we should pay attention to the speed quality training, which will lay a certain foundation for the high school entrance examination sports to achieve excellent results. For example: select the "supersonic" in the quality development project to promote the development of students' speed quality. When going, we can use rope ladder to place obstacles, and require students to adopt different ways to pass through different obstacles, to promote the practice of students' reaction speed; in the process of returning, we can ask students to run speed or running frequency, to promote students' speed Practice of displacement velocity. In the process of running, because of the acceleration of running speed or frequency, students can improve the practice of their movement speed.

5.1.3 Content innovation strategy of endurance quality development activities

Endurance quality is the ability of body to resist fatigue for a long time, and it is an important index to reflect the level of human health. Primary and secondary school students need to maintain a relatively fixed posture for a long time in their daily class or homework. Excellent endurance quality is the necessary premise for students to listen carefully and finish homework seriously. In addition, in sports test, medium and long-distance endurance running is also an important part of students' test. The purpose of this paper is to improve the physical function of primary and secondary school students through the training of endurance quality in physical education teaching, and at the same time, cultivate the students' spirit of hard work and perseverance. For example, to improve students' endurance quality, we can add a new rope skipping method on the basis of the traditional rope skipping method of "around eight characters", or require students to do some simple other actions, such as squat jump, one foot jump and so on, and increase the time of rope skipping, so as to achieve better training effect.

5.1.4 Content innovation strategy of flexible quality development activities

Flexibility quality refers to the movement ability of human joints in different directions and the stretching

ability of soft tissues at each joint. It is an important part of human body quality. Good flexibility is the ability necessary for human body to complete daily life, an important quality to prevent injury or reduce injury degree, and one of the important guarantees to improve other qualities [14]. For example: choose the "reverse bow over the pole" in the outward-bound training project to exercise the students' flexibility quality. Students can be required to clap their heels (when they can't reach their feet, they can pat their buttocks or the back of the legs) and insist on the specified time, to make the joints stretch more fully.

5.1.5 Content innovation strategy of strength quality development activities

Strength quality refers to the ability of muscle to overcome resistance at work. Muscle strength needs to reach a certain degree to maintain normal life and engage in various body movements. For the primary and secondary school students who are in the sensitive period of physical development, we should focus on the development of the whole-body muscle strength, and avoid excessive large strength exercise, to avoid injury. For example: choose the ice breaking game "radish squat" in the quality development project to exercise the strength quality of students, can improve the students' squat mode, from the original double leg squat to single leg squat or load-bearing squat on the basis of the original squat, so as to improve the strength and quality of students' lower limbs.

5.2 Innovative strategies of adding physical elements to the content of quality development activities

Any physical activity is completed under the coordination of all muscles, and the physical quality is also interdependent in various physical activities. All activities are dominated by one of the physical qualities, and multiple physical qualities are coordinated to complete. Primary and secondary school students are in a sensitive period of physical development. To increase the elements of physical fitness in practice is conducive to innovative comprehensive activities and promote the overall development of students. For example, taking the "three pieces chess" project which is dominated by speed quality in the quality development project as an example, we can increase the rope ladder obstacle race in the process of moving, strengthen the speed quality, and increase the stop or go password in the process to strengthen the sensitive quality. In addition, increase the distance between the two points to strengthen the quality of endurance and strength. At the same time, a variety of physical qualities should be strengthened to increase the interest of the game and arouse the enthusiasm of students, to promote the overall development of students.

6.   THE   INNOVATION   STRATEGY   OF ORGANIZATION MODE OF SPORTS ACTIVITIES BETWEEN CLASSES

There are many forms of organization of campus large-scale recess sports activities. In addition to the alternative activities in the morning and afternoon and the three link continuous sports [15], the best

organization mode can be selected in combination with the activity content to avoid the single collective activity mode. Moreover, the activity organization mode can break the traditional class collective activity mode. Taking the grade as the whole, the students are divided into homogeneous groups or heterogeneous groups, and then the activities are completed in groups, which can enhance the curiosity and freshness of unknown teammates, strengthen the communication and expression ability of students, and cultivate their adaptability. In addition, we can also adopt the activity organization mode of individual competition in class to cultivate the competitive spirit among students. On this basis, it can be combined with a variety of organizational methods, such as taking the class as a group to challenge, and each class is divided into several groups. Finally, the total score of each group is evaluated to select the best group. However, there is competition among individuals in each group, and the best individual is selected according to individual performance.

7.CONCLUSION

The innovation of sports activities between classes should be combined with the trend of the times. The traditional and single way of activities is no longer in line with the concept of personalized development of students. Therefore, we should constantly introduce new elements into the large recess sports activities. In the process of innovation, we should take the participation of all teachers and students, stimulate students' interest in sports, and improve students' physique. We should always grasp the safety principle, optional principle, innovative principle and educational principle. We should innovate the content of large class sports activities by consolidating or adding physical elements in the content of quality development activities, and combine quality development training with physical training In order to further promote the construction of school physical education and deepen the reform of school physical education, it is necessary to innovate the organization mode of large class sports activities and enrich the contents of sports activities between classes.

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Exploration and Reflection on Aesthetic Artistic Value and Artistic Teaching of CHEERLEADING Dance

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Abstract: CHEERLEADING is a kind of sports which combines music, sports, gymnastics and bodybuilding and other artistic forms in one. It stresses the transformation of different formation forms and the tacit understanding and cooperation consciousness among team members, and fully displays the art and strength beauty of dance. Learning and practicing CHEERLEADING can help students improve their physique and feel the inherent artistic beauty and aesthetic taste of dance. Therefore, it is necessary to deeply excavate the aesthetic artistic value of CHEERLEADING, to provide beneficial reference for further promoting the artistry of CHEERLEADING teaching.
Keywords: CHEERLEADING; Aesthetic art value; Artistic teaching; Exploration

1.INTRODUCTION

Aesthetics is one of the most essential characteristics of all art forms. CHEERLEADING operation is a kind of sports form loved by most young people at present, and has unique aesthetic artistic value [1]. At present, CHEERLEADING is becoming more and more popular today, we should fully excavate and enhance its aesthetic value, give full play to its due value oriented role, and continue to promote the artistic teaching of campus CHEERLEADING project, which is of great significance to the further popularization and promotion of CHEERLEADING and the improvement of the teaching quality of CHEERLEADING dance.

2. ANALYSIS OF THE AESTHETIC VALUE OF CHEERLEADING

CHEERLEADING is a kind of sport with a long history. It came into people's vision with the characteristics of team cooperation, fashionable fashion, and youth vitality, and was introduced into China at the beginning of the 21st century [2]. At present, CHEERLEADING has become one of the formal sports events in China. In addition, CHEERLEADING also has many forms in the development process, such as campus CHEERLEADING, grandstand CHEERLEADING, parent-child CHEERLEADING, community CHEERLEADING and so on. CHEERLEADING is being welcomed by more and more people for its unique aesthetic value.

2.1 Beauty of body

As a kind of sports dance, CHEERLEADING has both sports attributes and dance attributes. Therefore, it can bring the audience a full enjoyment of physical beauty. Like other dances, CHEERLEADING combines sports, music, fitness, and entertainment. In the practice process of CHEERLEADING, dancers pay attention to the control of rhythm, follow the change of music rhythm to integrate action and music, and move with music, which fully shows the unity and cooperation, sunshine energy and positive spirit between dancers. Dancers and audience can feel the beauty meaning, emotion and rhythm brought by the beauty of body The most important thing is that the 36 basic hands of CHEERLEADING are changeable in the process of dancing. They have strong creativity. They are the core actions in the whole set of CHEERLEADING. They can bring direct physical beauty and visual enjoyment to the audience, and meet the spiritual and aesthetic needs of the audience.

2.2 Beauty of coordination

The beauty of coordination is another important aspect of the aesthetic artistic value of CHEERLEADING. The beauty of coordination is mainly reflected in two aspects: on the one hand, the perfect coordination between music and dance action. In the process of cheerleading practice, music not only endows dance action with stronger expressive tension, but also achieves perfect integration with dance action. This fusion is a kind of coordination Beauty, cheerleading dance action only with the help of its own music, in order to maximize its internal aesthetic value. On the other hand, it is the cooperation and coordination between partners. As we all know, CHEERLEADING is a kind of group dance, which emphasizes and tests the tacit cooperation and coordination between dance partners. Because of the complexity of formation transformation, even to achieve the degree of "heart to heart communication" between dance partners, we can achieve the overall effect of coordination and consistency of the whole dance to the greatest extent, and show people the beauty. At the same time, the CHEERLEADING exercise also emphasizes dance the coordination of dance movement itself should keep good body balance, flexibility, and overall coordination, to better cultivate the good temperament of dancers and enhance their collective consciousness and team coordination ability.

3. THOUGHTS ON THE ARTISTIC TEACHING OF CHEERLEADING DANCE

As a new sport, CHEERLEADING is a perfect

combination of strength and beauty. In the teaching process of CHEERLEADING, teachers should focus on combining teaching with aesthetics, strive to achieve artistic teaching of CHEERLEADING, and strive to improve the teaching effect.

3.1 Highlight the word "living"

The so-called "live" is active and energetic, which requires teachers to fully mobilize students' enthusiasm and enthusiasm in the daily teaching process of CHEERLEADING, so that students can "live" and participate in the CHEERLEADING teaching process with a more active, open and active attitude. As we all know, CHEERLEADING has higher requirements for students' flexibility and coordination. These movements are sometimes more difficult for boys and need to spend more time than girls to practice repeatedly. If teachers still follow the traditional CHEERLEADING teaching mode and let students practice repeatedly, this boring learning method is likely to reduce their learning enthusiasm, it is very difficult to achieve the expected teaching purpose. Therefore, teachers should properly use group teaching, game intervention and other methods in the teaching process, so that students can fully experience the beauty and pleasure brought by CHEERLEADING, ensure that students are full of spirit and actively participate in the classroom, realize the whole process of physical and psychological participation, and highlight the students in class Only in this way can we achieve the original intention of teaching with pleasure.

3.2 Highlight the word "emotion"

The goal of constructing artistic CHEERLEADING teaching classroom is positive. No matter what means teachers use in this process to achieve artistic teaching, and no matter what link teachers implement artistic teaching, they can not do without a word "emotion". The most essential feature of CHEERLEADING artistic teaching lies in that it is not only teachers' simple preaching to students and students' mechanical practice, but also the whole teaching is full of passion and deep feeling, because emotion has the most appeal and rendering power. Therefore, teachers should teach with emotion on the premise of ensuring the realization of the established teaching objectives, and students should also go on emotional teaching Learning, which requires teachers to pay attention to interactive teaching in the process of teaching, the use of emotion in the language, posture, expression, intonation and other

whole process, with feelings into the classroom, into the students' inner world, to please move, to move people, in the interaction with students to build a bridge of emotional communication, as long as this, can really mobilize the enthusiasm and enthusiasm of students More wholeheartedly into the study of CHEERLEADING, can also reflect the CHEERLEADING itself has the youthful vitality, positive aesthetic artistic force.

4.CONCLUSION

In a word, with the further popularization of CHEERLEADING in our country, the artistic teaching of CHEERLEADING in some schools and places has no longer only stay in the oral, but has gradually become one of the highlights of CHEERLEADING teaching practice. But at the same time, in the teaching practice, the attempt of CHEERLEADING artistic teaching still stays at the individual behavior level of teachers, lack of planning, systematic and long-term, and has not yet formed the scale effect of teachers. Therefore, cheerleading artistic teaching is still a weak point in the practical operation level, and most front-line teachers need to focus on in the future Strengthen the teaching consciousness and speed up the exploration of the effective path of CHEERLEADING art teaching. The school level should also actively provide strong support for teachers to carry out CHEERLEADING art teaching, and boost the exploration of CHEERLEADING art teaching to make new progress.

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Effect of Discussion Method in Environmental Toxicology Teaching

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Abstract: Environmental toxicology teaching is an important part of teaching, and the teaching content is more abstract and complex. In the process of teaching quality evaluation, the traditional teaching concept of taking achievement as the main task goal has been changed. In the process of teaching assessment, the quantitative system of classroom evaluation has been introduced, so it is necessary to strengthen the supervision and evaluation of students' learning. In the process of being effectively applied in classroom teaching, discussion teaching method not only stimulates and promotes students' learning interest and enthusiasm, but also promotes the improvement of teaching efficiency and quality. In this paper, the effect of discussion method in the teaching of environmental toxicology was analyzed and discussed for reference.
Keywords: Discussion method; Environmental toxicology; Teaching effect

1.INTRODUCTION

Environmental toxicology is an important theoretical basis for environmental protection. It is an academic method combined with biochemistry and medicine. It focuses more on the damage of biological pollution to life and the implementation of prevention and control. This is not only the work scope of environmental protection, but also an important research direction of toxicology, which can ensure the safety of ecological environment and the health of life. With the development of social economy and various industries, there are more and more chemicals related to people's life. Therefore, it is necessary to evaluate the toxicity and clarify the impact on the ecological environment and life. Moreover, with the improvement of people's ideology and quality of life, the relationship between environmental problems and people's life is becoming more and more close, so environmental toxicology has also been paid more attention.

2. ENVIRONMENTAL TOXICOLOGY AND DISCUSSION METHOD

Environmental toxicology is an important part of the teaching of environmental specialty, and plays an important role in the discipline system composed of various disciplines. At present, the problem of environmental pollution is becoming more and more serious, which makes the subject of environmental toxicology need to develop faster to meet the needs. Therefore, in the specific teaching process, to cultivate and enhance students' interest in learning and enthusiasm, so that students can deeply understand the knowledge and theory of environmental toxicology, and have the technical ability to effectively handle environmental related problems, which has become an important task goal of current teaching work [1].

Discussion method is one of the most important methods in the current teaching work. It mainly refers to the scientific and reasonable design and arrangement, and under the guidance of teachers, students can give full play to their subjective initiative, express their own opinions and suggestions according to relevant issues, increase the interaction and communication between teachers and students, to explore a more scientific and perfect teaching method. The discussion method takes students as the main body of teaching, and changes the traditional teaching ideas and methods, focusing on strengthening the combination of theory and practice, and formulating targeted and purposeful teaching programs and strategies. Therefore, the positive introduction of discussion method into teaching can improve teaching efficiency and quality, and improve the overall quality and ability of students [2].

3. THE CURRENT SITUATION OF TOXICOLOGY TEACHING

As one of the important courses in environmental specialty, environmental toxicology teaching can make students understand and master the theory and related concepts of environmental toxicology more clearly and deeply. Because the knowledge content is more abstract and difficult to understand, it also lays the foundation for the development of environmental specialty in the future. Because the toxicology teaching work is relatively heavy, and the teaching content includes not only the basic knowledge theory, but also some related factors affecting the environment, so in order to effectively carry out the teaching work, the teacher mainly takes the teaching theory as the main teaching task goal in the specific teaching process. However, through the analysis and research of the current teaching work, we can know that students' interest and initiative are not high, and will conflict with learning, which will cause the students' learning effect is not ideal, and the teaching efficiency and quality of teachers are difficult to improve.

If we want to improve the efficiency and quality of teaching, we need teachers to study effective teaching methods. First, we should be able to effectively combine theoretical knowledge and practical application, and actively introduce haze problems when exposed to environmental toxicology, and analyze the pollution hazards and solutions to the environment.

After analyzing some harmful components in haze, relevant protection measures and tools can be naturally introduced. The effective use of Internet technology and multimedia equipment for teaching can enrich the teaching content and form, and add video and image targeted, so that students can better understand the haze problem and the knowledge content of environmental pollution and protection, to improve the teaching efficiency and quality. Although this kind of teaching method has played a certain role, but in the specific application process also produced some problems. For example, when learning, students will selectively watch or learn interesting content. If they encounter uninterested content, they will not be able to concentrate on listening, which will reduce learning interest and enthusiasm. The effective introduction and application of discussion method to toxicology teaching is very critical and important, which can improve the teaching effect and produce effective effect [3].

4. THE EFFECT OF DISCUSSION METHOD IN ENVIRONMENTAL TOXICOLOGY TEACHING

Discussion method is very common in the teaching mode, which is also an extension of the traditional teaching mode. In the specific discussion process, teachers play a leading role, and students as the main body of teaching, teachers design specific teaching problems for students to discuss and analyze, through the discussion between students and the interaction between teachers and students to get the final solution and answer, so that students can learn together and make progress together. Discussion method consists of three parts: imparting knowledge, designing problems, and summarizing.

4.1 Imparting knowledge and design issues

The discussion method has changed the traditional mechanical teaching concept and mode of teachers. In the specific teaching process, we should be able to teach the specific knowledge theory, so that students can grasp the knowledge content, to lay the foundation for the next step of analysis and discussion. In the teaching process of toxicology, the transformation between environmental knowledge and biochemical knowledge is a problem that students should deeply understand, which is mainly related to some biochemistry, biological reaction, and other knowledge. Many students think that the teaching content is too complex and abstract, which makes students have great difficulties in the process of understanding and understanding. Therefore, in the specific teaching process, as a teacher, we should guide students to review biochemistry and chemical reactions again, so that students can reduce their concerns. After that, students should be clear about the reaction mode and related factors in the teaching content of Environmental Biochemistry. And design related questions for students to analyze and discuss, and finally get the results. For example, some experts and scholars warn people to reduce the consumption of smoked and baked food or puffed food as far as possible, so that students can discuss the specific reasons [4].

4.2 Students discuss and analyze problems

4.2.1 Set up study group

Before discussing the specific problems, the teacher should form a study group, divide the students into different groups, and then assign them to different groups. Generally, there are about 6-7 members in each group, so that the students can actively express their opinions. For example, through the discussion of carbon monoxide poisoning, students can understand the whole process of carbon monoxide and human tissue reaction, and understand the corresponding symptoms. Let students clearly master the reaction equations of oxygen and hemoglobin and carbon monoxide and hemoglobin, and the specific performance is as follows: $HB + O2 = HBO2$ (i.e. under normal conditions, hemoglobin combines with oxygen and provides oxygen for inverse reaction)

$HB + CO = HbCO$ (when inhaling carbon monoxide, the reaction equilibrium constant is as high as 460, so hemoglobin fails and causes hypoxia poisoning). In this way, students can better grasp the harm of carbon monoxide poisoning to human body through the understanding and understanding of chemical equation.

4.2.2 Report the results of the discussion

Since the problems to be discussed by each group are different, after the analysis and discussion of the study group, a student can be recommended to speak as a representative to express the process and conclusion of the group discussion, and then let the whole class analyze and discuss together. In this way, all the students in the class can participate in each problem and finally make the whole class work together Exhibition and progress. By reporting the results of the discussion, students will be able to have a more in-depth and comprehensive understanding of the problem. In the teaching process of toxicology, there are many problems that need to be discussed by the study group, most of which are due to the mutual transformation between Environmental Biochemistry and some complicated problems. In the process of actual group analysis and discussion and class communication, teachers should fully understand the students' actual situation and learning basis, guide students to participate in the process of analyzing problems, create opportunities for each student to actively express their opinions and suggestions, and let students organically combine their own ideas and knowledge theory to guide them Students give full play to their subjective initiative. This can not only improve students' self-confidence in learning, but also help students better understand the teaching content of toxicology. Moreover, as a teacher, he should be able to control the teaching progress and classroom rhythm, and teach solutions and skills to the problems raised by students, so that students can learn targeted [5].

For example, in the teaching process of air pollution in toxicology, the main reason is that chemical production and exhaust emissions have caused environmental pollution, which will seriously affect human life and

health. Therefore, for this problem, teachers should assign the current environmental problems as teaching discussion problems to students, so that students can comment on current affairs and discuss solutions and measures.

4.3 Summary

The main purpose of induction and summary is to deepen the problems that have been discussed, and teachers should give relevant comments according to the problems to be discussed, point out the wrong understanding and guide students to explore solutions. According to the actual investigation and analysis, it can be learned that the discussion method in the toxicology teaching process can cultivate and enhance students' interest and enthusiasm in learning, which can enable students to play a subjective initiative in the specific learning process, actively absorb and apply knowledge, and ultimately achieve the teaching purpose. In the process of application and improvement, students have a deep understanding of the discussion learning method, and can pay attention to its role and significance. Therefore, the discussion learning method has been recognized and affirmed by students and teachers. According to the survey of students and teachers, more than 50% of the students will recognize the role of the discussion teaching method, and more than 60% of the students think that the discussion-based learning method is very effective in improving their self-confidence and team spirit, and plays an effective role in improving the learning atmosphere [6].

5. THE PROBLEMS THAT SHOULD BE PAID ATTENTION TO IN THE APPLICATION OF DISCUSSION METHOD

5.1 Teachers should be able to design problems in accordance with the syllabus

When designing problems, teachers should be able to carry out specific work according to the requirements of the syllabus and teaching task objectives as the main considerations, implement teaching work according to the important knowledge points in the teaching content, and meet the specific needs of students. If the design of the problem is more complex, then students will have conflict psychology, if the problem is designed relatively simple and superficial, it is not conducive to the further development of teaching work, but also affect the cultivation and improvement of students' quality and ability. And in the design of problems, students should be able to fully refer to the relevant factors in daily learning, so that students can more visually grasp the content of toxicology knowledge, to solve the problem. Therefore, teachers should be able to design problems to meet the requirements of the syllabus, in order to meet the needs of teaching work.

5.2 Be able to create opportunities for students to think and analyze problems

The traditional teaching concept and mode have no chance for students to think and analyze problems, while the discussion method needs teachers and students to actively interact. In the process of specific interaction, teachers should pay attention to control the

rhythm and atmosphere in the classroom, and avoid students' aimless discussion without thinking. If there is a lack of thinking, then students will not express their own opinions and suggestions for the issues to be discussed, but only carry out analysis and discussion based on the surface, unable to go deep into the essence of the problem, so the effect and quality of the discussion will not be affected. Therefore, in the process of application of discussion method, teachers should be able to create opportunities for students to think and analyze problems, so that students can apply discussion method to study [7].

5.3 Effective use of other teaching technology and equipment

Discussion teaching method in the specific application process, as a teacher should effectively use other teaching technology and equipment, such a combination of a variety of teaching methods, and scientific and reasonable application can promote the improvement of efficiency and quality of discussion method. If the discussion teaching method is simply applied, it will lose the unity, and will affect the development and implementation of teaching work, and ultimately affect the improvement of teaching effect.

5.4 Accepting different discussion results

As each student's learning situation is different, and students' knowledge and understanding of knowledge are also different, so teachers should pay full attention to this difference of students. Because the students' cognitive level of the problem is different, the final discussion results will be different, so the teacher should accept different discussion results and give different students the opportunity to express their views. The diversification of the results can not only improve students' self-confidence, but also help to create a good classroom teaching atmosphere, so that students can be more recognized and affirms the application effect of discussion teaching method. The discussion in class mainly depends on whether the teacher can design meaningful questions to attract students' attention and interest. This will help students to participate in the process of analyzing and discussing problems, and stimulate students' enthusiasm to think and discuss problems, to let students express their views and opinions [8].

6. CONCLUSION

The effective application of discussion teaching method has essentially changed the traditional teaching concept and mode, enabling students to actively recognize and master knowledge theory, and can play their own creativity and imagination, and improve their language expression ability, to improve the overall quality and ability of students. Therefore, the effective application of discussion teaching method needs teachers' deep attention, and when designing problems, teachers should make full use of the requirements of the syllabus and the actual situation of students. Such targeted problems can effectively improve the students' learning enthusiasm and quality. Therefore, the

scientific and reasonable application of advanced teaching mode plays an important role in the development and implementation of teaching work, and has an important significance for teachers' teaching and students' learning.

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Logistics Mode Innovation of Circulation Enterprises Based on Supply Chain Coordination

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Abstract: With the rapid development of China's economy, the scale of enterprises is increasing. With the popularization of network, logistics enterprises emerge as the times require. In order to expand the operation direction of logistics enterprises and achieve better logistics services, in the information age, we should use the advantages of information technology to innovate the logistics mode of supply chain coordination. Based on the analysis of the background of informatization, this paper puts forward the specific strategy of logistics enterprise supply chain model innovation.
Keywords: Informatization; Enterprise supply chain coordination; Collaborative logistics management

1.INTRODUCTION

Logistics enterprises are emerging industries in the era of network information. In recent years, logistics enterprises have developed rapidly, which has promoted the national financial level and stimulated consumption, which has positive significance for the national and social economic development. However, with the increase of the scale of logistics enterprises, many products make up for the number, and the supply exceeds the demand, resulting in extravagance and waste of products and sharp consumption of social resources. Therefore, it is necessary to innovate the supply chain collaborative logistics mode based on information technology.

2. THEORETICAL BASIS OF COLLABORATIVE LOGISTICS MANAGEMENT

Collaborative logistics management refers to a kind of macro operation concept, which is separated from the traditional logistics scattered area, and turns to the collaborative cooperation of logistics enterprises to carry out the work of supply chain integration and popularization, to realize the all-round function shaping of logistics. In economics, it refers to 1+1>2, which integrates all logistics resources, to optimize industrial structure and integrate services. In this mode, it can not only bring a variety of accurate services to consumers, to enhance the brand influence of logistics, but also apply other logistics management resources to improve the work efficiency of the logistics. Not only collaborative cooperation, driven by this theory, we can also establish the coordination mechanism of competition and cooperation, seek common ground while reserving differences, and carry out logistics efficiency competition through learning excellent service, to realize mode transformation. In the development mode of traditional logistics enterprises, the competition is the quality of service, which leads to the uneven quality of the whole industry and damages the interests of consumers. In this supply chain collaboration mode, the competition is to complete the service speed and attitude, the logistics service results and their own value closely linked, so that logistics enterprises have a greater driving force. In the context of information technology, enterprises can set up their own logistics networks and search for various logistics entities that can adapt to the development of logistics. These logistics entities may come from their own logistics enterprises or from the whole logistics industry. These entities can be formed into an organization system with internal operation capability, and then supervised and utilized by special personnel. In this way, we can adjust the role of logistics entities and make them play a consistent role. For example, the transportation technology of the logistics enterprise will be integrated with the packaging technology of other logistics, so that it has the effect of collaborative development. Through this consistent effect, logistics enterprises can be promoted to play an effective role and achieve development goals. [1] The application of information technology is to provide the basis and technical support for the construction of this system. Only by improving the information technology, can we search for the logistics entity information of all logistics enterprises, and then complete the information coordination and sharing. We can also seek the cooperation of enterprises according to the information, establish good relations, to improve the overall value and achieve win-win situation.

3. THE SIGNIFICANCE AND PROBLEMS OF SUPPLY CHAIN COLLABORATIVE LOGISTICS MANAGEMENT

3.1 The significance of supply chain collaborative logistics management

The popularization of information technology represents the gradual popularity of modern scientific concept. The main purpose of an enterprise is to make profits, and enterprises can not sell products or provide services without targeted groups, and understanding and completing the needs of these groups is the driving force of enterprise development. In the logistics industry, many logistics transportation products emerge

in endlessly. If we do not carry out the construction of modern system and without the help of informatization, it will not only waste time, but also be prone to errors. Using information technology, we can achieve three scientific and modern requirements. One is scientific process. Through information technology, all links of sorting, sorting, and receiving, distribution and transportation packaging are implemented in place, and automatic scanning instrument is used to ensure that the products are free from pollution, odor and wrong taking, and the one-stop process service is realized. The second is scientific operation, through information technology to integrate the collaborative supply chain, constantly analyze and improve their own problems, learn from each other to realize integrated supply, real-time information sharing, and promote all aspects of logistics into a higher level. Similarly, in this process, enterprises are no longer simply playing the role of logistics, but also should be introduced into modern science and technology industry, establish research bases within logistics, introduce information facilities, and contribute to the promotion of corporate culture. Through this collaborative atmosphere, we can promote the improvement of logistics behavior culture, so as to formulate the goals of each link of logistics enterprises To achieve these links, we need to restrict behavior from inside to outside. For example, timely cleaning up the garbage in the warehouse is the basis of ensuring the timely classification of the warehouse. The third is the scientific division of labor, through the coordination of supply chain management, strengthen the cooperation between employees, obtain learning opportunities, improve work efficiency, and increase the number of jobs. Enterprises can transfer information with suppliers through the network, which can avoid the phenomenon of information transmission not timely and information transmission missing or missing, and ensure the normal operation of enterprise production line. It can also improve the service quality of suppliers. Through the collaborative logistics management of supply chain, the inquiry and quotation subsystem, supplier evaluation subsystem and Collaborative Procurement subsystem can be better connected.

3.2 Problems in collaborative logistics management of enterprise supply chain

3.2.1 Poor connectivity of business processes

Many enterprises have a preliminary awareness of the exploration of supply chain collaborative integration, but because of the limitations of the enterprises themselves, they can not be really implemented in place, and the connection is not smooth, and the management cannot be completed. The limitations are mainly reflected in two aspects. One is that the technical means and processes of coordination management are not deep enough in the enterprise, and technical training and specific operation are not available, which leads to the error of coordination management. Second, the enterprise is small in scale, the department system is not perfect, and the information equipment is not

introduced, the cooperation with other enterprises can not be completed, and the logistics entity search cannot be carried out [2].

3.2.2 It is difficult to coordinate business processes among enterprises

In the process of supply chain collaborative logistics management, most enterprises can not reach an agreement due to the differences in logistics service direction and basic process. However, the law can guarantee the logistics service information. If the contradiction between enterprises cannot be reconciled, it is difficult to share the information in real time.

3.2.3. The overall informatization level is not high

In the process of collaborative logistics management in the whole supply chain of manufacturing enterprises, due to the existence of some practical problems, part of the management business can not be informatization. There are also different levels of informatization among enterprises in the same supply chain. Due to the existence of "short board effect", the efficiency of the whole management system can not be improved.

4. The implementation strategy of supply chain collaborative logistics management under informatization

4.1 Build information collaborative communication subsystem to realize information collaborative communication

Collaborative communication subsystem is a kind of systematic management technology internal function, using this subsystem can achieve centralized management of enterprises. In the subsystem, it presents grid management, builds a high-end radiation platform, and radiates outward. In this grid, we can judge by comparing and analyzing the services of similar logistics enterprises, search for relevant information, and then expand more functions of similar logistics entities through the information. This kind of system has high efficiency, can let each department of the enterprise and each supplier carry on the equal cooperation and the communication, get rid of the malpractice of the traditional information exchange way. Only one subsystem can realize the information interaction of all suppliers, without one-to-one contact, thus reducing the cost of collaborative management. In addition, the subsystem only needs a main network to run, has super smooth-running speed, and can timely and effectively match different information for enterprises. Through the subsystem information exchange platform, the supplier's requirements can be timely fed back to the enterprise, realizing the interconnection between the two sides.

4.2 Build a Collaborative Procurement subsystem to realize the coordination of procurement and distribution

In addition to operation communication, as a more important part of logistics enterprise procurement, it also needs to achieve enterprise collaborative management. The quotation of the logistics industry is determined according to the market demand. After the information exchange, the logistics service is changed.

Accordingly, the procurement work is needed to maintain this service. The purchase price needs to be adjusted according to other management and coordination enterprises, to protect the economic interests of enterprises. Therefore, we should build a Collaborative Procurement subsystem to realize the collaborative cooperation of procurement and distribution scope, to standardize the behavior between enterprises and suppliers.

5.CONCLUSION

From the current point of view, China's supply chain collaborative logistics management information construction is still in the primary stage, need to continue to explore and improve, enterprises in the system design, from the actual situation of enterprises, comprehensive consideration, to establish its own development of information management platform, for the better and faster development of enterprises to lay a solid foundation.

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On the Construction and Long-Term Development of High-Quality Students Base in Higher Vocational Colleges Under the Background Of "Double First Class"

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Abstract: With the continuous reform and innovation of China's education, the teaching methods of many schools are also constantly changing, and it is particularly important for colleges and universities to establish high-quality student source base under the background of "double first-class". This paper analyzes the problems existing in the construction of high-quality student source base, and expounds the effective ways of the construction of high-quality student source base.
Key words: Double first class; Higher vocational colleges; High quality students; Base construction; Thinking

1. INTRODUCTION

The quality of students is the basic content of the development of colleges and universities, which is very important for the follow-up personnel training in Colleges and universities. Therefore, in order to better select high-quality talents, colleges and high schools need to sign relevant cooperation agreements to establish a good relationship between the two, to achieve the purpose of transferring talents from high schools to colleges and universities. Moreover, according to the investigation and research, the establishment of high-quality student source base is also in line with the needs of the development of the times, and it is also a better development for colleges, high schools, and students.

2. PROBLEMS EXISTING IN THE CONSTRUCTION OF HIGH-QUALITY STUDENT SOURCE BASE

2.1 The positioning of high-quality student source base needs to be further clarified

At present, in order to pursue the number of high-quality students, many colleges and universities have not carried out reasonable positioning according to their own characteristics and base construction. At the same time, in this quantitative construction, they have not reflected the long-term talent training scale, and have not accumulated the connotation based on the establishment form of high-quality student source base [1]. Therefore, in view of this situation, colleges and high schools only need to enroll students, and there is no deep-seated construction. As a result, the high-quality student source base is just a process construction, which brings certain financial and human resources waste to colleges and universities.

2.2 For the construction of high-quality student source base in Colleges and universities, there is a phenomenon of emphasizing quantity and neglecting quality

At present, most colleges and universities have invested a lot of manpower in order to seize high-quality students, and the quantity and quality of the construction of high-quality student's base are included in the scope of work assessment, to ensure the formation of a certain scale of high-quality students in Colleges and universities. Although this pursuit of quantity can help colleges and universities to recruit students to a certain extent, according to the long-term development perspective and direction, colleges and universities lack of more detailed construction planning, which leads to the role of high-quality student source base is only limited to enrollment and publicity, and the interaction between high school students and Colleges is limited to filling in examination volunteers and before and after the examination.

2.3 The construction mechanism of high-quality student source base in Colleges and high schools is not perfect

In order to keep up with the construction requirements of relevant education departments, some colleges and universities have some coping behaviors in the construction of high-quality student source base, and there is no perfect mechanism in the construction of high-quality student source base. For example, some colleges and universities have not carried out active promotion and implementation of supporting facilities after the establishment of high-quality student source base, as well as contact and interaction with students in this field, which leads to the active state of colleges and universities, while the high school is in a passive state. Over time, the driving force of cooperation between the two gradually declines, which is also an important factor affecting the cooperation between the two One. Therefore, in view of this phenomenon, colleges and high schools need to establish a scientific and reasonable evaluation system, and regularly evaluate the cooperation content and effect.

2.4 The construction of high-quality student source base is insufficient

The quality of the construction of high-quality student's base is mainly reflected in the support, investment, and maintenance of university policies. However, due to the influence of China's high school entrance examination enrollment system, some colleges and universities are difficult to guarantee their own high-quality students' source, and many colleges and universities have not arranged targeted enrollment policies for the construction

of high-quality student source base. In addition, the uniqueness and superiority of cooperative enrollment between colleges and high schools are not well reflected. In addition, some colleges and universities are pioneering in the high-quality student source base the lack of a certain sense of innovation in the work concept leads to the work of high-quality student source base in Colleges and universities only in the stage of maintaining the status quo.

3. EFFECTIVE WAYS TO STRENGTHEN THE CONSTRUCTION OF HIGH-QUALITY STUDENT SOURCE BASE

3.1 Improve the importance of colleges and universities to the construction of high-quality student source base

First of all, colleges and universities need to cultivate high-quality talents as the primary goal of the construction of high-quality student source base, change the previous ideas of building school reputation and school publicity work, and effectively combine the cultivation of high-quality talents with the development needs and social needs of our country, so as to make the long-term development of China's education. At the same time, it is also necessary to require high schools, universities, and relevant education departments to reach a consensus, and strengthen the awareness and importance of the construction of high-quality student source base. Finally, it is necessary for high schools, universities, and relevant education departments to make reasonable planning for the development goals and work arrangements of the construction of high-quality student source base. For example, regular communication on the work progress of high-quality student source base, the report summary meeting of high-quality student source base, and the communication on talent training, discipline and long-term development of high-quality student source base are carried out to form a consensus of talent cultivation.

3.2 Improve teaching quality and promote precision construction

In the process of promoting the construction of high-quality students, there needs to be a certain convergence between college teaching and high school teaching. Therefore, it is necessary to effectively combine the educational ideas and teaching contents of colleges and universities with high schools, and instill these contents into the hearts of high school students in advance. In addition, through the guiding role of college entrance examination to promote the systematic planning of high school and college education, colleges and universities need to actively carry out investigation and research work. So the establishment of information feedback system can help high-quality student base to obtain student information more conveniently and provide important help for the admission of university talents.

3.3 Improve the teaching guarantee and actively improve the software and hardware construction of the base

The construction of software and hardware of high-quality student source base can help colleges and universities to carry out teaching work better. First, colleges and universities need to improve the system,

promote the establishment of high-quality student source base by establishing sound security system and base construction scheme. Secondly, in terms of policy, colleges and Universities should carry out in-depth publicity for cooperative high school schools in combination with their own needs, For example, in the process of independent enrollment, the enrollment of some gifted, eccentric and other students with characteristics in high schools, but in this process of enrollment, high schools and colleges and universities need to actively cooperate. In addition, in terms of high-quality student source base, colleges and universities also need to set up a special fund department for personnel exchanges between colleges and high schools and the expenses for teaching and research [2]. At the same time, colleges and universities need to carry out knowledge lectures, subject publicity meetings and other activities according to the advantages of university disciplines, so that high school students can better understand their own needs and characteristics. Finally, for the establishment of high-quality student source team, colleges and universities need to establish a professional, high-level, responsible team according to their own actual situation, to ensure the smooth construction of the whole high-quality student source base.

3.4 Improve the assessment mechanism and implement the base construction

A sound assessment mechanism can ensure that colleges and universities can better carry out the work of high-quality students. Therefore, it is necessary for colleges and universities to assess the recruitment and training of talents. In addition, some staff who are not active and enterprising in the construction of high-quality students need timely reminders from colleges and universities. Some staff who have made great contributions to the base construction need to be recognized and rewarded. For example, colleges and universities regularly select "excellent and high-quality student source base workers" and "managers" according to the situation of the base construction, to improve the enthusiasm of the staff.

4.CONCLUSION

To sum up, in this paper, the author analyzes the problems of enrollment, quantity over quality, mechanism and construction strength in the construction of high-quality student source base in higher vocational colleges, and elaborates on the aspects of improving the importance of high-quality student source base, improving teaching quality, improving teaching guarantee and improving assessment mechanism, hoping to bring help to relevant higher vocational colleges.

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On the Reform of Physical Education in Higher Vocational Colleges from the perspective of Lifelong Physical Education

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Abstract: With the continuous deepening of quality education, higher vocational education in China, as an educational institution that directly transports comprehensive practical talents to the society, has gradually transferred from the original emphasis on knowledge points and skills training to the emphasis on students' physical quality and sports core literacy education. Among them, lifelong sports, as a necessary consciousness and skill, has been in higher vocational education However, how to reform physical education teaching in the perspective of lifelong physical education has become the task that higher vocational education workers attach importance to. This paper first expounds the relationship between lifelong physical education and higher vocational physical education, and then discusses the countermeasures and suggestions on the reform of physical education in Higher Vocational Colleges from the perspective of lifelong sports, and puts forward personal opinions.
Keywords: Lifelong sports vision; Higher Vocational Physical Education; Teaching Reform

1. INTRODUCTION

In recent years, people's living standards have gradually improved. In such a context, the awareness of lifelong physical education has been deeply rooted in the hearts of the people. However, both the teaching content and the teaching method in the higher vocational education system are affected by traditional education, which has been unable to meet the actual needs of students in learning and development. Moreover, under the promotion of education reform, how to implement lifelong sports as the basis at present, efficient physical education also needs the attention of higher vocational physical education teachers and leaders [1].

2. ANALYSIS OF THE RELATIONSHIP BETWEEN LIFELONG PHYSICAL EDUCATION AND HIGHER VOCATIONAL PHYSICAL EDUCATION

2.1 The difference between lifelong sports and higher vocational sports

On the surface, there is no big difference between lifelong sports and higher vocational sports, but if we make a deep theoretical analysis, we will find that there are great differences between them. The first point of view is the difference in goals. The goal of lifelong sports is to make students have a sense of exercise in their minds. Whether in study or life, they can improve their physical quality and quality of life through exercise. Therefore, it inherits the characteristics of being universal and independent, and it has been popularized in the whole society. But the higher vocational sports show only a kind of physical exercise for college students in the learning stage, its main purpose is to improve the physical and mental health of students. From here we can see that there are differences in the training direction between lifelong sports and higher vocational sports. The second is the difference between the two in content. The content of higher vocational physical education is mainly guided by the education syllabus, and the content of training is closely related to the syllabus. Although it can reflect the flexibility in teaching methods, it can not be separated from the syllabus. However, lifelong sports pay more attention to the characteristics of freedom, and there is no clear regulation on the content of people's physical health exercise, and people's exercise content and way of exercise at each age stage can be determined independently, and will not be influenced by others. This is the difference in content between the two [2].

2.2 The relationship between lifelong sports and higher vocational sports

First, higher vocational physical education is planned to cultivate college students' physical and mental health quality, and affected by the content of education, no matter how to carry out teaching reform, it is inseparable from the cultivation of students' physical quality. However, the direction it adheres to is obviously closer to lifelong sports, and it can be seen from the aspects of College Students' body, consciousness, and core quality in addition, when carrying out physical education in higher vocational colleges, we should also uphold the characteristics of interest and autonomy, and lifelong sports also include these contents [3].

Secondly, the relationship between physical education and physical education in higher vocational colleges will not be affected by their lifelong physical education. In terms of mutual promotion, that is, in the university stage, if students like to participate in sports, even if they enter the society, this concept will not change, but will gradually generate the characteristics of self-discipline, to continue to exercise. Therefore, there is a relationship of mutual influence and mutual promotion between the two. Finally, there is a common goal between higher vocational sports and lifelong sports. Although there are some differences in the content of sports, there will be a lot of convergence points. If we conduct in-depth analysis, we can combine the two. From the above elaboration, the

difference between higher vocational sports and lifelong sports in the goal and content is obvious, but it also provides a lot of conditions for their integration. The first aspect is that college students need to adhere to the concept of lifelong sports when they exercise in higher vocational colleges. The second aspect is that lifelong sports is gradually formed based on higher vocational sports, belonging to extension and expansion. The third is that the common goal of higher vocational sports and lifelong sports is to improve people's physical and mental health, but also pay attention to people's physical and mental balance. The fourth aspect is that although the contents of the two are different, there are many similarities in the items, such as football, basketball, track, and field, etc.

3. COUNTERMEASURES AND SUGGESTIONS ON THE REFORM OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF LIFELONG PHYSICAL EDUCATION

Under the promotion of the national fitness policy in China, higher vocational college physical education also put forward relevant requirements, which requires students to master some sports knowledge and skills, but also to pay attention to their sports consciousness. Therefore, when carrying out efficient education reform, it is necessary to create teaching content based on students' lifelong sports development to lay a good foundation for their future life. When setting teaching objectives, we need to design from a long-term plan. For example, in track and field, they should make them form a good habit of jogging after supper or running in the morning every day. In this way, students can form a good habit of exercise from school, and they will not forget to exercise after graduation. In addition, after integrating the concept of lifelong sports into the physical education reform in higher vocational colleges, we should pay attention to the problem from the students' interest and acceptance, and then to the content of education, we should consider whether the students' physical and psychological development is helpful when they exercise.

What's more, when it comes to the teaching method, it should be noted that the method can not be single, nor can it always use the traditional way, but should be realized in a diversified way, so as to continuously stimulate students' interest in exercise, so as to lay a good foundation for students' lifelong sports [4].

4. CONCLUSION

To sum up, in the context of quality education, higher vocational colleges in China gradually pay attention to the physical quality of students, and under the influence of lifelong sports consciousness, both educators and students have paid attention to sports training. However, from the relationship and difference between lifelong sports and higher vocational sports, although there are similarities and differences between them, teachers should deeply analyze the physical needs and development direction of college students in this age stage, and then formulate the content and method of education. Only in this way can we ensure the continuous rise of College students' physical and psychological quality, to promote them Comprehensive development.

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Research on The Construction of Nc Lathe Programming and Machining Micro Course Resources in Higher Vocational Colleges

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Abstract: With the continuous reform and innovation of China's education, the teaching methods of many subjects have undergone great changes. Among them, the courses of NC lathe programming and processing specialty in higher vocational colleges are also changing constantly, especially in order to systematically cultivate students' CNC lathe operation skills, it is necessary not only for the teachers of relevant NC majors to change the teaching forms, but also for CNC lathes the overall education mode and content are reformed. The emergence of micro course can solve this problem well. It not only improves the teaching design and quality of the whole course, but also greatly increases students' interest in learning. In this paper, the author analyzes the overall design of NC lathe programming and machining micro course resources, and expounds the construction methods and Strategies of NC lathe programming and machining micro course resources.
Keywords: Higher Vocational numerical control; Lathe programming; Micro course; Resource construction; Research

1. INTRODUCTION

CNC lathe programming and machining is a core professional course, which not only requires students to have solid basic ability, but also needs students to master certain practical operation content, to make full preparation for the zero-distance post graduation. However, the basic knowledge of NC lathe programming and processing majors in many vocational colleges is relatively weak. Therefore, it is necessary for relevant teachers to improve students' interest in learning and tap the potential of students majoring in NC lathe programming and processing in this way, which is also the main development direction of current NC curriculum.

2. OVERALL DESIGN OF NC LATHE PROGRAMMING AND MACHINING MICRO COURSE RESOURCES

In recent years, micro course is widely used in our country. Although there are different opinions on many teaching and research majors in China, the overall teaching ideas and basic core ideas are basically the same. They all think that micro course is a kind of teaching resource with high visualization and interest. Therefore, it is necessary to combine NC lathe programming with machining specialty and micro course closely.

2.1 Systematic planning and design of resources

During NC lathe programming and processing, the main processes are theoretical learning, practical operation, understanding professional content, practical content verification, summary and so on. This feedback teaching method is relatively simple, but it reduces the students' interest to a certain extent. At present, the wide use of micro courses requires that micro courses should focus on teaching contents and carry out systematic curriculum planning. Therefore, first, it is necessary to set appropriate micro course teaching resources for different teaching contents, which mainly include: theoretical knowledge, practical operation steps, video resources, micro course test questions, micro operation steps, simulation animation and other contents. Reasonable teaching content selection can help higher vocational students better learn. For example, adding a machining program to the program of a CNC lathe, you just need to follow the editing methods and steps. If you show these steps in a video, it's a bit of a fuss [1-3]. In addition, the design of micro resource teaching method should be integrated and systematic, which not only needs to enable students to achieve the purpose of learning, but also needs to let students have a certain sense of logical existence, so that students can learn more clearly the knowledge and content of numerical control.

2.2 Design of resource visualization effect

The course knowledge of NC lathe programming and machining is abstract. In addition, some operation details should be paid attention to in the actual operation process. Therefore, in the process of micro course teaching, some key contents and details need to be visualized, so that every detail of CNC lathe specialty can be clearly seen. And through the way of video or animation can make the whole view more impact and interesting. In addition, for the design of some text micro resources, it is also necessary to ensure the level and clarity of the whole text, to ensure that students have a reasonable basis and detailed steps in learning.

3. THE CONSTRUCTION METHOD OF NC LATHE PROGRAMMING AND MACHINING MICRO COURSE RESOURCES

3.1 Construction method of video resources

At present, there are two major problems in the use of video resources in the process of video recording and video analysis. On the other hand, there are two major problems in the use of video resources in the process of video teaching Methods, shooting video, making video,

post editing and so on, and the implementation of recording screen is mainly carried out by recording screen software. Another kind of real-time video needs to shoot the content first, and then use professional video editing software for post production and processing, such as PR, love editing and other software.

3.2 Construction methods of documents, pictures, and audio resources

Document, picture, and audio are static teaching content display in micro course, which can let students receive knowledge directly. For example, in the construction of document resources, designers need to highlight the content theme, and use color to distinguish the key points in the document, which can not only help students quickly obtain important content, but also change the boring long text. The picture resources are relatively simple, only need to be modified and processed by PS and other image processing software. Finally, audio resources mainly use text or pictures to prompt the content. This kind of audio resources can be directly produced through mobile phones. At present, there are many ways to make audio resources by using mobile phones.

3.3 Animation resources construction method

During NC lathe programming and processing, if animation is needed to show the teaching content, it is necessary to use NC simulation to make the teaching content, and then determine the course content to be produced. Then engineers write code and script, and record through recording software after final confirmation, and then use video processing software to add dubbing and subtitles and some special effects, this kind of animation teaching construction mainly through Adobe animation CC this type of animation software production.

4. APPLICATION STRATEGY OF NC LATHE PROGRAMMING AND MACHINING MICRO COURSE RESOURCES

4.1 Application strategy is the premise of resource construction research

In the teaching process of NC lathe programming and processing, it is necessary for the professional course teachers to preview the teaching for students in advance, and then only focus on Teaching Analysis in teaching to ensure that students can quickly and accurately find the teaching content. Finally, students need to consolidate and improve the learning content by using micro teaching resources, and solve the teaching problems that they do not understand in the teaching process Learning content [2]. Therefore, according to this situation, first, teachers need to introduce the teaching content well. No matter how to use video or animation, they need to have certain guidance to encourage students to actively explore teaching. Then use the teaching resources in class to complete the students' questions and puzzles, and classify the teaching resources in the micro course carefully, and make the search of resources more effective and faster through the navigation column. Finally, in the use of resources after class, we should reflect the consolidation of classroom knowledge.

4.2 Main role of application strategy on Resource Construction Research

The emergence of NC lathe programming and machining micro course resources can help the teaching course better display, because the application strategy plays a decisive role [3]. The main characteristics of micro course practice teaching process are high degree of visualization, online and offline synchronous teaching, which greatly make up for the teaching environment, teaching content is not detailed, and in the process of resource construction, we also need to consider specific teaching countermeasures, such as how to improve the utilization rate and practical rate of teaching resources, how to achieve teaching effect, etc The resource construction of NC lathe programming and machining micro course plays an important role.

5.CONCLUSION

To sum up, the development of NC lathe programming and machining micro course is a powerful premise to improve the teaching quality and teaching content. Therefore, in the construction process, we need to consider the different needs, different angles, and different effects of students, and constantly change the teaching effect, so that the online and offline hybrid teaching mode of micro course can be fully implemented.

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Research on The Development of Ice and Snow Sports in China from The Perspective of Beijing Winter Olympic Games

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Abstract: The successful bidding of Beijing 2022 Winter Olympic Games has stimulated more and more people's enthusiasm for ice and snow sports, which has brought new opportunities for the development of China's ice and snow sports. The goal of "300 million people going to ice and snow" has also become the core point of the development of China's ice and snow sports and the preparation of the Winter Olympic Games. Although the Winter Olympic Games have a positive impact on the development of ice and snow sports, but its actual development in the process of exhibition, there are still some problems. Based on this background, this paper discusses the development of ice and snow sports in China from the perspective of Beijing Winter Olympic Games, and puts forward relevant strategies for reference.
Keywords: Beijing Winter Olympic Games; Ice and snow sports; Development research

1. THE POSITIVE INFLUENCE OF WINTER OLYMPIC GAMES ON THE DEVELOPMENT OF ICE AND SNOW SPORTS IN CHINA

1.1 Accelerate the upgrading of ice and snow sports development strategy

The Olympic Committee has a variety of requirements for the Winter Olympic Games. The main reasons that hinder Changchun and Harbin from bidding for the Winter Olympic Games are that the sports venues, sports conditions, and influences do not meet the relevant standards. However, during the bidding period of Beijing for the Winter Olympic Games, it learned from the previous experience and made clear the follow-up effects brought by the actual Winter Olympics In 1996, there were 9 ski resorts in China and more than 500 in 2013, and the number of ski tracks increased from 9 to more than 80 in the same year. The bidding for the Winter Olympic Games has accelerated the upgrading of the development strategy of ice and snow sports in China. The diversified strategies such as "North ice exhibition in the South", "South ice training in the north" have greatly improved the development situation of ice and snow sports in China, thus promoting the development of ice and snow sports in China The popularization scope of sports has been continuously widened, which has fully mobilized people's sports consciousness and stimulated their enthusiasm for participation in corresponding ice and snow sports, thus increasing the mass base of ice and snow sports and greatly promoting the development of ice and snow sports [1].

1.2 Promote the development of sports related industries

From the perspective of the Winter Olympic Games, it will have a great driving effect on the related industries around sports. Taking the development of sports tourism industry as an example, it has the following characteristics: first, the core of the industry is sports activities; second, participation in other places; third, short duration; Fourth, interesting activity experience; some relevant economists emphasize that sports and tourism industry is the core of the industry According to the relevant survey statistics, most people are willing to choose the way of ice and snow sports tourism to experience, study or vacation. Strengthening the integration of ice and snow sports in the tourism industry can effectively promote industrial transformation and economic growth, thus creating more economic and social benefits Benefit.

1.3 Promote the implementation of national fitness strategy

National fitness has always been a strategy advocated by China's sports in order to improve the physical health of the masses and promote their healthy life. With the successful bid for the Beijing Winter Olympic Games and the development goal of "300 million people going to ice and snow", the actual mass participation in ice and snow sports in China is not too high, and the demonstration effect of Beijing Winter Olympic Games makes more and more The masses began to participate in the national fitness, and constantly expanded the participation population base of ice and snow sports. Although the hosting area of the Winter Olympic Games is limited, its actual radiation range is wide enough. Based on this, Beijing Winter Olympic Games is an opportunity to effectively integrate with the fitness program and other livelihood projects, which can truly improve the national physical health and promote social development and construction It is expected to promote the comprehensive development of ice and snow sports and promote its long-term development.

2. THE PROBLEMS IN PROMOTING THE DEVELOPMENT OF ICE AND SNOW SPORTS IN WINTER OLYMPIC GAMES

The development history of ice and snow sports in China is only about 20 years. Compared with other developed countries, it can be said that there is a big gap. Although the successful bidding of Beijing Winter Olympic Games has played a positive role in promoting the development of ice and snow sports, there are still some problems in

the actual development process of ice and snow sports. Specifically, it can be summarized as follows:

First, different from other routine sports, the actual development of ice and snow sports has certain restrictions, especially in the season and climate conditions required for snow sports. There are restrictions in the southern region, which are mainly concentrated in the northern cities, making the number of ice and snow sports participants less;

Secondly, the sports habits of the masses in China tend to be more suitable for the climate, and the environment for the development of ice and snow sports conflicts with the lifestyle of "cat winter" of most people, which limits the development of ice and snow sports [2];

Third, the development of ice and snow sports needs the support of certain sports skills. Due to the limited scope of the project, some schools in the north have launched relevant courses, while other areas lack the conditions for running schools, which hinders the development of ice and snow sports.

3. EFFECTIVE STRATEGIES TO PROMOTE THE DEVELOPMENT OF ICE AND SNOW SPORTS IN WINTER OLYMPIC GAMES

3.1 Government strengthens policy drive

In order to implement the goal of promoting the development of ice and snow sports, the relevant government units need to strengthen policy support. On the one hand, they can issue corresponding guidance documents, so as to integrate ice and snow sports and related industries into urban development and social and economic planning, and put forward targeted preferential policies for relevant qualified areas, including land, tax and loan On the other hand, it is necessary to strengthen the integration and development of ice and snow sports and related industries, such as ice and snow tourism industry, so as to realize the adjustment and upgrading of industrial structure of local regions, so as to make it possible for the society to organize and organize the ice and snow sports To mobilize the enthusiasm of the national participation in ice and snow sports.

3.2 Promote the balance between the north and the South

China's multiple development strategy adjustments have made great contributions to accelerating the development of ice and snow sports in South China. However, its actual popularity is still not ideal. Therefore, it is necessary to balance the regional differences between the north and the south in the development of ice and snow sports. For the south, compared with snow sports, it is more convenient for the development of ice sports, and it can shift the development focus to the receiving For ice sports with less site and climate restrictions, based on this, we can gradually increase the ice and snow sports venues, while the north can give full play to its regional and environmental advantages and vigorously carry out ice and snow sports. Therefore, under the guidance of the principle of adjusting measures to local conditions, we can achieve the balance of the development of ice and snow sports in the South and north as much as possible, so as to effectively take into account people's experience of ice and snow sports, We will continue to expand the coverage of ice and snow sports for the masses of our country.

3.3 Establish ice snow talent training mechanism

The long-term sustainable development of ice and snow sports is inseparable from the support of ice and snow talents. Based on this, relevant units need to pay attention to the research and construction of ice and snow sports education college and ice and snow sports training base, and on this basis, according to the actual development of ice and snow sports under the background of the development of the times and the actual needs of ice and snow sports talent training, curriculum and professional planning and arrangement In order to ensure the scientific and standardized cultivation of ice and snow talents as far as possible, so as to improve the comprehensive quality of ice and snow talents. In addition, it is necessary to summarize scientific and effective ice and snow sports talent training system in continuous development, to provide guarantee for talent reserve and transportation in the future development of ice and snow sports [3].

4.CONCLUSION

To sum up, under the perspective of the Winter Olympic Games, China's ice and snow sports ushered in a new development opportunity, and the party and leaders also attached great importance to it. Relevant personnel need to pay attention to the promotion and innovation of ice and snow sports, to effectively implement the goal of comprehensive popularization of ice and snow sports and promote the sustainable development of ice and snow in China.

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On the innovation of Higher Vocational Physical Education Guided by Vocational Education

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Abstract: Higher Vocational College is an important strategic position to cultivate applied talents in the field of education in China, and physical education is an essential course in higher vocational colleges. From the perspective of vocational education background, physical education curriculum education in higher vocational colleges should be improved and innovated with the change of educational objectives and teaching forms, to ensure higher efficiency and quality of personnel training. Therefore, this paper mainly discusses the innovation and development of physical education in Higher Vocational Colleges with vocational education as the leading background, with the purpose of promoting personnel training to a higher level, making students more professional and professional, to promote students' vocational skills and have better core competence in social work in the future.
Keywords: Vocational education; Higher vocational colleges; Physical education

1.INTRODUCTION

From the perspective of vocational education, it is necessary to improve the physical education ability of students in vocational colleges to promote the output talents of higher vocational colleges to have a high level of employment ability. Therefore, under the background of quality education, vocational education as the guide of physical education innovation in higher vocational colleges is imperative, teachers must be prepared to meet opportunities and challenges, in order to teach every class and every student well.

2. THE DEFICIENCY OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 Lack of innovation in educational philosophy

With the continuous advancement of quality education process and the in-depth exploration of the new curriculum standard teaching reform, the education and teaching standards of higher vocational colleges are constantly adjusting. However, from the perspective of physical education, the PE curriculum teaching guided by vocational education lacks innovation. On the one hand, it does not fully integrate the vocational education ideas, on the other hand, it is because the current sports teaching concept lacks innovation. At present, most of the physical education in higher vocational colleges is teacher-centered, and students are passively participating in Physical Education under the guidance of teachers. Moreover, the main goal of physical education in higher vocational colleges is to relieve the pressure of students, which has neither achieved the goal of training students' physical quality nor demonstrated the concept of Vocational Education [1].

2.2 There are deficiencies in curriculum arrangement

From the current teaching situation of higher vocational colleges, physical education teaching in the process of education is more like an activity class for students to relax their emotions. Theoretical guidance and practical teaching are insufficient. At the same time, the physical education curriculum arrangement in higher vocational colleges is very lack of rationality, and even some schools have no systematic sports teaching items every week, which makes students' sports spirit have no room to play, and it is difficult to show vocational education ideas, and can not exercise students' body well. This lack of practical curriculum arrangement has a great impact on students' comprehensive training Raise.

2.3 No advanced curriculum resources

At present, in most of the sports teaching activities in higher vocational colleges, there is a shortage of educational resources, and physical education is no exception. First of all, physical education in higher vocational colleges is lack of curriculum resources carrier in theoretical guidance, and students almost rely on Teachers' oral instruction as guidance; secondly, sports teaching lacks advanced sports facilities as auxiliary teaching projects, and students' sports skills are limited; finally, physical education under the background of vocational education lacks the support of curriculum resources, and only relies on theory to strengthen It is difficult to improve students' professional practice skills. In summary, this leads to higher vocational college students in physical education to strengthen the teaching goal of professional ability is deeply hindered [2].

3. INNOVATIVE IDEAS OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES GUIDED BY VOCATIONAL EDUCATION

3.1 Combining students' major to show the characteristics of colleges and Universities

Physical education in Higher Vocational Colleges mostly aims at promoting students' physical fitness, and pays more attention to activity and physical function improvement in teaching form. But vocational education as the guide of higher vocational physical education can no longer adhere to the old teaching concept, need to integrate students' professional curriculum teaching objectives, present a form of physical education with

college characteristics, to strengthen students' professional ability and professional level through physical education.

For example, for students majoring in computer and nursing, they often face the computer screen or keep their heads down for a long time. The physical education teaching of this group of students can be transformed into the study of aerobics and fighting aerobics, which can help students improve their fatigue and strengthen their physical coordination ability, and effectively avoid cervical fatigue and excessive eye use [3].

3.2 Integrate students' interests and hobbies to enrich classroom content

There are rich teaching majors in higher vocational colleges, and students of different majors also have different personalized development differences. Under the background of vocational education as the guide, physical education teaching should naturally integrate the interests and hobbies of different student groups to promote. Teachers should master their preferences through communication and communication with students, to ensure that the enthusiasm and initiative of students can be highly aroused when making teaching plans and designing teaching links, to ensure that physical education teaching can achieve the educational objectives faster and better. At the same time, teachers should pay attention to the premise of vocational education as the guide, so that the development of students can promote vocational skills through physical education, to ensure the quality of talent training in higher vocational colleges.

3.3 Integrate social and professional characteristics to show the concept of career promotion

The goal of talent cultivation in higher vocational colleges is to cultivate high-quality applied talents for the society, and to fully meet the quality education objectives of our country, to promote the improvement of national comprehensive quality. Based on vocational education as the guide of physical education in higher vocational colleges, from the perspective of talent output, more integration of students' vocational learning characteristics can effectively promote the strengthening of students' professional skills, but also can improve students' professional practice ability, so that students can also promote the enhancement of social application skills in sports classroom learning. For example, for the students majoring in management or civil engineering, we can add some interesting sports activities to show their professional ability in the physical education class, or combine with other majors to carry out campus interesting sports meeting, which can not only enrich the sports teaching content, but also fully display the

professional ability of students.

3.4 Integrate post practice and expand the form of Physical Education

The teaching form of higher vocational colleges is different from that of ordinary schools. Most majors will have internships in the later stage of teaching. The physical education guided by vocational education should be aware of this feature, integrate students' post practice needs from teaching, and help students strengthen their own skills by expanding the teaching form of physical education courses, so as to ensure that students can also fill in the practice process It is divided into enterprises to create income, so as to ensure that students have sufficient core competitiveness after leaving the campus, so that students have the right to choose their jobs [4]. From the perspective of the development of higher vocational colleges, this measure can promote colleges to enhance the strength of running schools and improve the level and quality of talent output, to keep the social status of the school stable.

4. CONCLUSION

To sum up, under the background of quality education, higher vocational colleges have been constantly innovating and improving the concept of education and teaching. Fully integrating the concept of vocational education, combined with students' individual development differences and interests, can not only enable students to improve their participation in the physical education class, but also promote the strengthening of students' professional practice skills, to ensure that students can master the working skills before officially entering.

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Analysis on The Innovation Mechanism of Educational Management in Application-Oriented Universities

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Abstract: With the improvement of China's economic level and the development of society, there is a higher demand for talents. As the main place of talent cultivation, colleges and universities must innovate the teaching management mechanism according to the needs of social development, to cultivate more talents who can contribute to social development. This article briefly analyzes some problems in the management of university education, and puts forward the innovation mechanism of university education management, hoping to improve the teaching effect of colleges and universities, meet the development needs of students, make students better play their own value and contribute to the society.
Keywords: Application oriented universities; School education management; Innovation mechanism; Analysis

1.INTRODUCTION

Education plays an important role in the long-term development of our country. With the improvement of the quality of life of the masses, people pay more and more attention to education. In recent years, the government has issued a series of policies, hoping to provide support for the further development of higher education. All sectors of society have also made some contributions to the higher education, which fully shows that people are good for the excellent the desire for talent. Application oriented universities should consider the needs of the society, do a good job in teaching management, and provide talents for the development of society. Based on the analysis of the current educational management in application-oriented universities, it is found that there are still some deficiencies. We must work out countermeasures to solve the problems, innovate the school education management mechanism, and meet the needs of stable development of colleges and universities.

2. THE DEFICIENCIES OF EDUCATION MANAGEMENT IN COLLEGES AND UNIVERSITIES

2.1 The concept of education management is relatively backward

With the improvement of China's social level, the education system has also carried out a series of innovations. With the improvement of technical level and the new background of people entering the Internet era, colleges and universities must carry out teaching reform. Only in this way can colleges and universities cultivate more new talents in the new era and provide human resources as a guarantee for the development of all walks of life. However, from the perspective of reality, most colleges and universities in China have not innovated the concept of education management, and still use the traditional mode of teaching, which is not conducive to the cultivation of students' innovative ability and logical thinking ability, and even hinders the development of the school [1].

2.2 The content of education management is one-sided

Influenced by some historical factors, colleges and universities usually draw lessons from the administrative management mode carried out by the government in the process of educational management. However, there are essential differences between university education and administrative management. The use of this management model for students' education and management ignores the needs of students' physical and psychological development, which is not conducive to the further development of students.

3. INNOVATE THE EDUCATIONAL MANAGEMENT MECHANISM OF COLLEGES AND UNIVERSITIES

3.1 Innovate the concept of education management

The innovation of educational management mechanism in Colleges and universities is the performance of colleges and universities keeping pace with the times. When teaching, teachers should formulate appropriate teaching methods according to different types of students and students' physical and psychological quality, to make teaching more targeted, arouse students' interest in learning, actively participate in learning, and meet the needs of students' further development. In this process, teachers should also link theoretical courses with practical courses, which can not only improve students' professional knowledge and skills, but also help students develop better learning habits, which effectively improves the teaching quality [2-4].

3.2 Supplement education management system to make it more perfect

First, in the process of teaching management, colleges and universities can divide the power and carry out management at different levels, to make the decision-making more open and transparent, and provide support for the orderly progress of education. Second, colleges and universities should start from the reality of the school, considering the teaching task, formulate a reasonable performance management system, so that teachers can be more enthusiastic in teaching, and carry out training for teaching, to improve teachers' teaching ability. Third, the school should change the original academic management

mode, so that teaching can be carried out more efficiently, effectively realize teaching planning, and provide sufficient talents as support for the development of society. In addition, China's education system is also in the state of continuous development and change, colleges and universities should consider the changes in the education system, formulate appropriate education management mode, and ensure that the management system is sufficiently planned. Make full use of the current resources, arrange courses, and make students actively participate in learning.

3.3 Enrich the content of Education Management

Colleges and universities should improve their own education system, enhance the innovation level of the management team, and regularly learn excellent management cases, to make the management work more efficient and high-quality. First, colleges and universities should do a good job in Ideological and political education to improve students' moral cultivation. Second, while carrying out theoretical knowledge education for students, colleges and universities should also organize students to carry out practice and improve their abilities in all aspects. Third, the education management carried out by colleges and universities includes both cultural education and quality education, both of which are very important and must be paid full attention.

3.4 Formulate a systematic and comprehensive evaluation system

First, establish a perfect system to evaluate teachers. In the process of evaluating teachers in Colleges and universities, it is usually carried out from four directions: the development of students, the ability of education management, the ability of supervision and management and the further development of education. In this process, colleges and universities should consider the actual situation of teachers, provide appropriate incentives for teachers, and conduct a systematic and comprehensive evaluation of teachers. We should not only pay attention to the teachers' achievements in the teaching process, but also consider the performance of teachers in different stages of teaching and the ability of management. Comprehensive evaluation can effectively enhance teachers' teaching enthusiasm. Second, from the characteristics of students, we should build a scientific system to evaluate students. The evaluation should be carried out from the perspectives of students' physical quality, psychological quality, ideological and moral cultivation, achievements, and specialties, to provide support for the improvement of students' abilities in all aspects and make them become talents with strong comprehensive ability. Third, we should establish a

special system for mutual evaluation between teachers and students. This can make teachers and students understand each other better, recognize their own shortcomings, and improve in time.

3.5 Set up a special team of Teachers

To a large extent, the level of education management in Colleges and universities is determined by the teaching level of teachers. Therefore, colleges and universities should set up a professional team of teachers to make the university education more smoothly. Colleges and universities can organize teachers to study, so that teachers can continuously develop themselves through learning. In addition, colleges and universities should also help teachers realize the importance of modern education, fully respect students in the teaching process, communicate with students, and establish a harmonious relationship between teachers and students.

4.CONCLUSION

In the context of the continuous development of society, the innovation of university education management has become the inevitable demand of the development of the times. Colleges and universities must, according to their own reality, fully consider the needs of students, improve and innovate the management system, so as to make the management content more meet the development needs of students, and provide more progress for students while improving their theoretical knowledge ability The opportunity of practice can improve the comprehensive quality of students, become the talents needed by social development, and enhance the overall strength of our country.

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Exploration on Teaching Reform of Architectural Engineering Technology Specialty in Higher Vocational Colleges

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Abstract: With the development of China's construction industry, the demand for construction engineering technology professionals is rising rapidly, and the talent market puts forward higher requirements for its professionalism. In this case, the Construction Engineering Technology Specialty in higher vocational colleges should constantly improve the quality of personnel training to ensure that they can provide reliable talent guarantee for the development of the construction industry, to promote the further development of our society. In order to improve the scientificity of teaching, teachers of architectural engineering technology in higher vocational colleges should carry out teaching reform according to the social situation.
Keywords: Higher vocational colleges; Construction engineering technology; Teaching reform

1.INTRODUCTION

Due to the rapid development of China's construction market, the demand for talents in this field has increased significantly, and the construction engineering technology specialty emerges as the times require, and gradually forms a certain system in higher vocational colleges, which provides many technical talents for the development of China's construction industry. In recent years, with the rapid development of China's society, the previous talent training mode is difficult to meet the needs of the work at this stage. In this case, higher vocational colleges should actively explore teaching reform, in order to keep up with the social requirements for talents. Before the exploration of teaching reform, teachers should analyze the problems existing in the teaching at this stage, to ensure that the reform measures taken can improve the teaching level of architectural engineering technology specialty to a certain extent.

2. PROBLEMS EXISTING IN THE TEACHING OF ARCHITECTURAL ENGINEERING TECHNOLOGY MAJOR IN HIGHER VOCATIONAL COLLEGES

2.1 Lack of rationality of curriculum system

Higher vocational colleges should carry out a comprehensive analysis of the teaching work of architectural engineering technology specialty, clarify the problems therein, and carry out scientific reform and exploration. The lack of rationality of curriculum system is a problem in the teaching of architectural engineering technology specialty. In the process of curriculum system construction, higher vocational colleges can not balance the proportion of practical courses and theoretical knowledge, and they are more inclined to theoretical knowledge teaching, and construction engineering technology professionals pay more attention to practice, which leads to the reduction of the scientificity of teaching work. In addition, under the guidance of higher vocational colleges, students ignore the importance of cultivating their own practical ability and can not realize the completion of practical work, which has caused some negative effects on the improvement of students' comprehensive ability [1].

2.2 Backward course content

In the teaching process of Construction Engineering Technology Specialty in higher vocational colleges, colleges and universities continue to reform the teaching work in order to meet the talent needs of the construction industry. However, in the teaching process, some colleges do not realize the impact of the industry development on their own talent training work, and can not follow the development of the construction industry and education field to update the course content in time, resulting in the phenomenon of backward curriculum content. This phenomenon makes students unable to obtain advanced knowledge in the industry in higher vocational colleges, which has a greater impact on the personal development of students the limitation of.

2.3 The teaching staff needs to be built

It is the most common problem in higher vocational colleges that the quality of teaching staff construction needs to be improved. After completing the systematic theoretical knowledge learning, most teachers put themselves into the teaching team to provide teaching resources for students. Although these teachers have a solid grasp of theoretical knowledge, their practical ability is generally poor, which can not help students improve their practical ability [2]. And some teachers can not actively carry out further study according to the development of the construction industry in the teaching work, resulting in their own professional knowledge is relatively backward, so they can not provide professional guidance and help for students.

2.4 Not paying attention to practical courses

In the teaching process of Architectural Engineering Technology Specialty in higher vocational colleges, it is also a problem that the theoretical knowledge and practical courses can not be effectively combined. In the teaching work, higher vocational colleges do not attach importance to the construction of practical courses. In order to reduce the operating cost of the school, it can not

provide good practice places for students, which has caused some restrictions on students' practice of theoretical knowledge. In addition, higher vocational colleges do not actively carry out school enterprise cooperation in the teaching process, and fail to provide students with reliable internship opportunities during the period of school, which makes students' practical ability can not be exercised.

3. SPECIFIC MEASURES FOR TEACHING REFORM OF ARCHITECTURAL ENGINEERING TECHNOLOGY MAJOR IN HIGHER VOCATIONAL COLLEGES

3.1 Make clear the key points of teaching according to the needs of market development

After clarifying the influence of related problems on the teaching of Architectural Engineering in higher vocational colleges, teachers should take targeted measures to carry out teaching reform, to ensure that teaching work can play a positive role in improving students' professional ability. Higher vocational colleges should understand the demand for talents in the development of the construction industry, which is the goal of talent training of the major. Therefore, higher vocational colleges should conduct a comprehensive analysis of the talent demand of the construction industry and carry out teaching work in combination with the market development demand, to clarify the focus of talent training work and ensure the effectiveness of teaching reform.

3.2 Improve the course teaching system

In the teaching work, higher vocational colleges should actively improve the curriculum teaching system according to the development of the construction industry and the needs of students, to improve the scientificity of teaching work. On the one hand, in the teaching work of higher vocational colleges, it is necessary to strengthen the teaching of students' theoretical basic knowledge, and effectively cultivate the students' ability, so that students can increase the study of related disciplines in addition to the relevant knowledge of their own specialty, to consolidate the students' foundation. On the other hand, it is necessary to constantly expand students' mastery of professional knowledge to achieve the purpose of expanding students' vision, and constantly improve the quality of practical teaching, so that students can improve their comprehensive strength in the reformed knowledge system [3].

3.3 Improve the technical level of construction engineering and improve the efficiency of classroom teaching

The major of Construction Engineering Technology in higher vocational colleges mainly provides talents for the construction industry. In the teaching work, teachers not only require students to master good theoretical knowledge foundation, but also require students to master good practical ability. Therefore, in the teaching process, higher vocational colleges should improve the level of construction engineering technology and master the brand-new engineering technology in the construction industry, to provide basis for students Carry out teaching, and then improve the professional and technical level of students. And in the process of teaching reform, higher vocational colleges should simplify the teaching content to form a systematic system. In this process, it is necessary to maintain the mutual dependence between the teaching content and the development demand of the construction market, timely adjust the teaching content and improve the efficiency of teaching work.

3.4 Strengthen the construction of Teachers

In order to improve the quality of teaching reform, the construction of teaching staff should be strengthened. First, teachers are required to make clear their own positioning in classroom teaching, so that the teaching work is student-centered, and effectively improve students' mastery of relevant knowledge. Secondly, teachers are required to further study the content of their own teaching field while teaching knowledge, to ensure that teachers can constantly innovate the teaching content. Finally, higher vocational colleges should not regularly assess the teachers, to improve the teaching work, to strengthen the construction of teachers.

4. CONCLUSION

Due to the short existence time of Construction Engineering Technology Specialty in China's education system, there are some problems in teaching work, such as the lack of rationality of curriculum system, the backwardness of curriculum content and the low practicality of teaching work. In view of the problems in the practice teaching, higher vocational colleges should combine the market development needs, clarify the teaching objectives, constantly improve the teaching system, improve the level of construction engineering technology, strengthen the construction of teachers, and then improve the efficiency and quality of classroom teaching.

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English Translation of Chinese Cultural Symbols

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Abstract: Chinese traditional culture has a long history, extensive and profound, which reflects strong national characteristics and national style. The accuracy of the translation of Chinese cultural symbols directly affects the transmission effect of Chinese culture. Therefore, in order to help foreigners better understand Chinese cultural symbols, it is particularly important to strengthen the scientific application of English translation methods of cultural symbols. Based on the above situation, based on introducing the definition of cultural symbols, this paper studies the English translation methods of Chinese cultural symbols from four aspects: landscape painting English translation method, mandarin duck English translation method, gourd English translation method, Chinese wedding English translation method. It is hoped that this study can provide effective reference for relevant translators.
Keywords: China; Cultural symbols; English translation; Methods

1.INTRODUCTION

In recent years, with the continuous improvement of China's global economic level and the continuous enhancement of cultural soft power, China's traditional culture is gradually moving towards globalization and internationalization. As an important carrier of cross-cultural communication, cultural symbols play an important role in the dissemination and promotion of Chinese culture. Therefore, in order to reduce the difficulty of target audience's understanding and better spread Chinese traditional culture, how to use English translation methods scientifically according to the connotation of Chinese cultural symbols is a problem that translators must think about and solve.

2. THE DEFINITION OF CULTURAL SYMBOLS

The so-called "cultural symbol" mainly refers to an important form of a country or nation's unique culture, which has a certain special connotation or significance. Therefore, "cultural symbol", also known as "cultural connotation", has a strong abstraction and richness [1], which undoubtedly brings certain difficulties to the target audience's understanding. Cultural symbols are precious wealth left by our ancestors, which well reflects the historical development of China. For example, cultural symbols such as "landscape painting", "gourd" and "Chinese wedding" have gradually become important symbols and symbols of Chinese national culture.

3. ENGLISH TRANSLATION OF CHINESE CULTURAL SYMBOLS

3.1 English translation methods of landscape painting

As an excellent Chinese culture and art, "landscape painting" has gradually become a beautiful landscape of the world's traditional art, and at the same time, it has well placed the Chinese people's humanistic spirit and humanistic quality. As for Chinese landscape painting, its creator is Hua Lei. The painter presents the natural scenery of mountains and rivers in a beautiful way by means of pen and ink description, and expresses his boundless love and elegant charm to the mountains and rivers of heaven and earth, to promote the continuous development of landscape painting [2]. By appreciating the tone and charm of landscape painting, you can feel the beauty of fairyland on earth. In addition, landscape painting symbolizes the temperament and strong feelings of the Chinese people. Therefore, literal translation can be used to translate "landscape painting" into "landscape painting" to ensure that the final English translation of "landscape painting" can well retain the expression of the original, so as to be as faithful to the original as possible, It is not only beneficial to the target audience to feel the beautiful scenery of landscape painting more intuitively and vividly, but also truly reflect the cultural connotation of landscape painting.

3.2 Translation methods of Mandarin Duck

As a kind of love bird, "mandarin duck" is born to like to live in pairs with its companion and never separate. Therefore, Chinese people often use "mandarin duck" to symbolize the beautiful love between men and women. The famous poem "Yuanyang is not envious of immortals in the original work" is left by the ancient poet Fang, which proves the good saying that "the mandarin duck symbolizes the beautiful love between men and women"[3]. In the process of English translation, translators often translate "mandarin duck" into "mandarin duck". From this English translation, we can see that "mandarin duck" is a love bird mainly from China. At the same time, it is well known by foreign people because of the beautiful love described in Chinese poetry. The following words related to "Yuanyang" are "Yuanyang pot" and "Yin Yeung".

3.3 English translation methods of gourd

In the English translation of Hulu, transliteration is often used to translate it into "Hulu", which mainly symbolizes people's happiness, longevity, and auspiciousness. Therefore, Chinese people often hang the gourd under the eaves to pray for the family's good luck and safety. In addition, translators can use literal translation method to translate "cucurbit" into English,

and then, based on fully combining the biological characteristics, adopt the way of labeling, and use "cucurbit" to symbolize people's expectations of having more children and grandchildren. In short, in the process of translating Chinese cultural symbols into English, there are mainly two kinds of annotation methods, one is transliteration annotation, the other is literal translation annotation [4]. In view of the great differences between Chinese and Western cultures, it is necessary to translate Chinese cultural symbols into English In the process of translation, we often encounter the phenomenon of word meaning vacancy, that is, the cultural words in English can not find the corresponding words in Chinese. Therefore, in the actual English translation, translators often use the annotation method to solve the problem of word meaning vacancy. For example, by supplementing the information of the origin of words and background information, we can deepen the readers' understanding of the connotation of Chinese cultural symbols.

3.4 English translation of Chinese wedding ceremony
"Chinese wedding" has a strong national and regional characteristic, whether it is dress or etiquette, all show a high degree of knowledge and attention. Therefore, in the process of English translation of "Chinese wedding", if only literal translation is used to translate it into "traditional Chinese style wedding", it is difficult to vividly show the cultural essence and cultural connotation. At this time, translators can translate "Chinese wedding" into English based on functional equivalence. Functional equivalence refers to the process of translating two languages into English to ensure that the two languages achieve functional equivalence in terms of vocabulary, style, and semantics. For example, "sedan chair" as a common Chinese word for greeting brides, its decorative color is mainly red [5]. The whole decoration is very gorgeous, symbolizing the happiness and auspiciousness of the new couple entering the marriage. If the literal translation method is adopted to translate it into "sedan chair", it can not vividly show the function and value of the source language. Therefore, the translator needs to translate "Huajiao" into "a bridal sedan chair, which was heavily decorated with carvings, glided patterns, and colored beads hanging from the top of the the target audience will have a deeper understanding of the meaning of "sedan chair". For example, in the process of translating "worship heaven and earth" into English, translators should not use literal translation to translate it into "baitiandi", but should translate it into "bow to heaven and earth as part of a weeding ceremony" based

on functional equivalence, which is more conducive to the target audience's understanding and understanding. In a word, in the process of translating Chinese cultural symbols into English, translators should try their best to convey more textual meanings from two aspects of reference and pragmatics, namely literal translation, transliteration and annotation, to achieve accurate interpretation of the connotation of cultural symbols.

4.CONCLUSION

To sum up, Chinese cultural symbols have strong regional, epochal, and national characteristics. As an important means of cultural communication, English translation needs translators to grasp the relationship between the source language and the target language, and adopt literal translation, transliteration and other English translation methods to ensure that the translation is as faithful as possible to the original text, so as to translate the real connotation of Chinese cultural symbols into English In the process of translating Chinese cultural symbols into English, on the basis of fully grasping the cultural connotation of the original text, we should adopt the method of adding notes to improve the understanding depth of the target audience, so as to achieve the purpose of effectively spreading Chinese traditional culture.

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