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

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

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

1. INTRODUCTION

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

2. ANALYSIS OF THE STATUS QUO OF MY COUNTRY'S FOREIGN TRADE COMMODITIES IMPORT AND EXPORT UNDER THE BACKGROUND OF BIG DATA

2.1 Overview of China's foreign trade commodities import and export

In recent years, China's cross-border trade commodity import and export industry has developed very rapidly. According to statistics from relevant departments, China's cross-border trade commodity transaction volume was 1.8 trillion yuan in 2011 and reached 2.3 trillion yuan in 2012. A breakthrough of 3.1 trillion yuan, it can be seen from this that China's foreign trade import and export market has great demand and potential. Although the development trend of my country's cross-border trade e-commerce is relatively rapid, the overall development level is not good. Under the trend of globalization, the proportion of my country's foreign trade will become larger and larger. By 2016, it will reach 19%, and the volume of cross-border trade transactions will reach 6.5 trillion yuan. Because the import and export of cross-border trade goods is driven by the Internet and

international logistics, the cost is reduced and the links are reduced, which is hugely attractive to many small and medium-sized trade export enterprises [1].

2.2 Development Trend of my country's Foreign Trade

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

2.3 Problems in my country's foreign trade

The development of my country's cross-border trade commodity import and export industry started relatively late. The State Council only formulated a series of policies to encourage this industry in 2012. However, as an emerging trade model, many of China's policies and systems have not kept up with the pace of development. The nature of cross-border trade e-commerce is basically

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

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

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

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

First of all, industry regulations must be improved and the

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

5. CONCLUSION

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

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

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

Keywords: Scaffolding Teaching Method; Dance Teaching; Application

1. INTRODUCTION

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

2. CURRENT STATUS OF DANCE TEACHING IN COLLEGES AND UNIVERSITIES

With the advancement of education reform, improving the quality of students and promoting all-round development has become an important development direction of education, which also puts forward higher requirements for teachers' teaching ability. However, there are still many problems in the current dance teaching in colleges and universities. The first thing is that the school does not pay enough attention to dance teaching. Although the slogan of quality education has been put forward for many years, in the teaching process of some colleges and universities, dance teaching is still regarded as a subsidiary subject, and it is considered that its entertainment is much higher than that of education, so that the amount of class schedule is far inferior to others. In knowledge subjects, the students' dance teaching time is not satisfied, and the teaching efficiency has always

been at a low level [1]. This kind of biased concept also appears in the students. It is reflected in the teaching that the students' learning enthusiasm is insufficient, and if they are perfunctory in the learning process, they will even have aversion for a long time. Therefore, the current teaching methods and methods must be changed.

Secondly, in terms of teaching content, teachers tend to teach a single theoretical knowledge and simple dance movements. To achieve the purpose of teaching through repeated connections, it is easy to arouse students' dislike, and since then stimulate a significant decline in learning enthusiasm. Simple dance moves are difficult for students to experience the beauty and charm of dance. As a rich variety of art forms, dance should be understood by students in the process of appreciation, not just practice. In this way, colleges and universities must change their teaching in dance teaching. In order to improve the quality of dance teaching.

3. THE APPLICATION OF SCAFFOLDING TEACHING METHOD IN COLLEGE DANCE TEACHING

The teaching links of scaffolding teaching method mainly include creating teaching scaffolds, setting teaching situations, guiding students to learn independently and learning together with teachers and students. Its application in college dance teaching is mainly divided into the following aspects:

3.1 Setting up the teaching situation

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

3.2 Constructing a teaching scaffold

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

3.3 Stimulate students' interest

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

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

3.4 Strengthen teacher-student exchanges

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

4.CONCLUSION

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

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

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

1. INTRODUCTION

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

2. THE IMPORTANCE OF IMPROVING THE MILITARY LITERACY OF COLLEGE STUDENTS

History teaches us that only the powerful people of the country can live and work in peace. Speaking of a country's strength, people first think of improving our country's military strength. Although it is not in wartime, the building of military strength and talent reserves cannot be slackened. Improving the military literacy of our country's college students is to reserve new types of talents for our country's military forces, so that more outstanding college students will actively participate in the work of my country's national defense and military construction after graduation. Of course, if there is a war in the future, the excellent military talent pool established now will be put to use, and countless outstanding talents can participate in the war at any time to escort the country. For college students themselves, cultivating their military literacy is also conducive to the improvement of their own comprehensive quality. Cultivating college students' military literacy is to cultivate their organization, coordination, hard work, tenacious fighting ability, and good self-control. At the same time, they can also exercise their excellent and healthy physique. It is conducive to cultivating their innovative spirit and practical ability, and plays an important role in promoting their own future development.

3. STRATEGIES AND METHODS TO IMPROVE COLLEGE STUDENTS' MILITARY LITERACY

3.1 Scientific military training, people-oriented

Military training is the first military practice course for

college students entering the university. The significance of military training is mainly to exercise the students' tenacious will, cultivate their collective consciousness and the spirit of hard work, and at the same time enable students to integrate into the new collective more quickly. Military training for college students is often arranged in August and September each year. At this time, the weather is hot and students are prone to fainting due to heatstroke. This requires colleges and universities to be sensible and reasonable when arranging military training tasks, putting students' life safety in the first place, and trying to avoid long-term exposure to the sun, especially in the afternoon when the sun is direct, try to arrange for students to train in the shade. Or arrange some indoor military activities. Under the premise of sufficient training time, colleges and universities may consider opening some new military training programs, such as shooting with light weapons and first aid in wartime. This can not only increase the students' enthusiasm for military training, but also enhance the training effect of military training.

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

3.2 Offering a variety of military theory courses

In addition to carrying out necessary military training activities, setting up corresponding military theory courses in university courses is also one of the ways to cultivate university students' military literacy. Since the cultivation of college students' military literacy is one of the courses of basic quality education in colleges and

universities, ordinary universities will offer one or two military basic compulsory courses, such as military theory and military skills. However, these basic compulsory courses are often arranged in the freshman year. Although this has a good effect on improving the military literacy of college students who have just entered the school, it does not help the continuous development of the military literacy of college students during the university. Therefore, colleges and universities should encourage the National Defense Academy to offer a variety of national defense and military elective courses, which are open to all-year students. The courses offered can be knowledge of military theory, war history, military strategy, etc.

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

3.3 Enhancing the power of teachers

Although universities are more for students to learn independently, teachers as the guides of students' learning, how their own abilities have a great impact on the learning status and learning effects of college students. When training teachers, colleges and universities often pay more attention to the training of professional teachers, and they are lax in the selection and training of some basic subject teachers. Because some schools do not set up national defense colleges, there will be no relevant professional teachers to educate college students on military literacy. Such colleges and universities often choose teachers from other subjects to concurrently study national defense and military knowledge. Being pushed into the classroom will do nothing but harm to the improvement of college students' military literacy. Therefore, the government

should try its best to require every university to have its own national defense education college to undertake national defense and military education courses for the entire school. When selecting teachers, you should choose military demobilized personnel who have rich military life. Such talents have a thorough understanding of military knowledge and are willing to actively accept and learn new military knowledge, which can effectively help college students improve their own military literacy. When training teachers, it is also necessary to select military talents with older qualifications and rich teaching experience to teach the team of teachers, and to regularly assess the teaching work of teachers, and to find out the problems in the teaching work and correct them in time.

3.4 Actively promote the recruitment of college students

The enlistment of college students is one of the ways for college students to have direct contact with the military during their college years. At present, the propaganda efforts for the enlistment of college students in our country are not strong enough, and the propaganda effect is not good. Most college students often know the start time of college students' enlistment through the notice issued by the counselor, but they do not fully understand the conditions and benefits of college students' enlistment, so there are not many college students who choose to enlist in each college every year. Schools can set up lecture halls, arrange students of all grades to participate in lecture halls, understand the relevant situation of college students' enlistment, enable students to "check in seats" based on their own situation, and increase the enthusiasm of college students to enlist, so that eligible college students can take the initiative to apply for enlistment and serve as the military force of the motherland. Make more contributions [2].

4.CONCLUSION

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

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Research On Tourism Photography Techniques and Shooting Techniques

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

Keywords: Travel Photography; Photography Skills; Photography Techniques

1. INTRODUCTION

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

2. BASIC CONDITIONS OF TRAVEL PHOTOGRAPHY

2.1 Preliminary preparation

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

2.2 Photography on the go

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

For example, when a train is running, there will often be some vibrations. If you want to shoot, you must control the shutter time to ensure that the shutter speed cannot be less than 1/250 second, so that the desired effect can be achieved.

3. SHOOTING TECHNIQUE

In the process of travel photography, in order to effectively improve the quality of shooting, it is necessary to master some shooting techniques and use different shooting techniques to present the characteristics of the scenery, so as to achieve the purpose of enhancing the shooting effect. In this regard, this article will discuss the following shooting techniques:

3.1 The use of light

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

3.2 Use of topography

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

3.3 Highlight the essence of the object being photographed

Everything has its own unique essence, especially the natural scenery, flowers and plants. Only by grasping the essence of the scenery can the most beautiful side be photographed. For photographers, they need to fully understand the scenery they are shooting, such as a flower, a grass, a bird and a tree, etc., to strengthen their understanding of the nature of the scenery, to ensure that it can be presented in the picture, so as to achieve the best effect of shooting, And finally get a good shooting

experience. Therefore, the photographer can not only grasp the appearance of the scene, but also understand the nature and characteristics of the scene itself, so as to effectively improve the quality of photography [1].

3.4 Highlight the characteristics of the scenery

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

4. TRAVEL PHOTOGRAPHY SKILLS

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

4.1 Render the scene with reflection

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

4.2 Shooting skills of water features

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

5. CONCLUSION

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

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

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

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

1. INTRODUCTION

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

certification.

2. TEACHER PROFESSIONAL CERTIFICATION

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

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

important teaching link in teacher education, so normal colleges and universities should pay attention to and implement this work.

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

3.1 Inadequate preparation before internship

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

3.2 Insufficient participation during the internship

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

3.3 Not paying attention to reflection after the internship

After the educational practice is over, it is very necessary to reflect on teaching. In the long-term educational

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

3.4 The internship major is not right

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

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

4.1 Reform the educational concept

With the advancement of education reform, the traditional teaching model that only focuses on knowledge education is no longer suitable for the development of teaching. Cultivating students' thinking ability and innovation ability has become the key content of education, and the same is true for the teaching of art teachers in colleges and universities. The professional quality education of fine arts is certainly the focus of teaching, but we cannot ignore the cultivation of thinking. If we only focus on improving students' fine arts professional skills, then the presentation of the final works will be assimilated, and the students themselves lack uniqueness. In the future, the education of one's own students will also be carried out in accordance with the pattern. Students only have art skills but no art aesthetics and art thinking, and it is difficult for the trained students to really fall in love with art. Therefore, when colleges and universities teach art students, they must change their teaching concepts, let students become the leaders of the classroom, encourage students to pursue

creative pursuits in art creation, and thus participate more actively in the teaching process and continuously improve their art. Literacy. At the same time, students should also pay attention to examining themselves, and when participating in the teaching process, test their degree of love for education, so as to provide references for future development [4].

4.2 Enriching teaching content

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

4.3 Transform the evaluation system

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

students' educational practice results, refer to the various evaluations of teachers, students and trainee teachers, and evaluate the results of the internship fairly.

4.4 Broaden the scope of internship

Art education, due to the particularity of its disciplines and the lack of attention from schools, makes the educational goals of art in school education not important. Therefore, in terms of curriculum arrangements, the teaching time is far less than that of courses other than language and mathematics. Art teachers and students There is not enough communication between them, and there are very few art teachers who take on the work of class teachers. In the survey of the results of the educational practice of art normal students, many students reported that during the internship process, they were able to participate in educational practice very few times and did not accumulate sufficient teaching experience. At the same time, due to the status of the art intern teacher, there is not much time for communication with the students, it is difficult to understand the students' academic conditions, and the effect of the internship is not good, so the scope of the internship must be expanded [6]. In the process of participating in the educational practice of art teachers, it is necessary to break through the traditional concept of educational practice. Art practice can not only participate in the teaching of art courses, but also participate in the practice of the work of the head teacher.

At the same time, compared with interns in other subjects, the internship tasks of art teachers are relatively easy, so they have more time to participate in student management. Art teacher trainees should also change their own concepts and actively participate in class management. Art professional interns can use their own majors to participate in the planning of class activities. While ensuring the educational nature of the activities, they can also provide students with a certain amount of entertainment, so that students can feel the charm of art education during the learning process.. In addition, the interns of the art teacher training major should actively participate in the teaching activities of the internship school, especially in the teaching competition, so that they can always maintain a relatively tense state and promote their own development and progress. Participate in teaching competitions, communicate with other excellent teachers, learn from excellent teachers' rich teaching experience and teaching methods, and continue to integrate, so as to cultivate their own teaching characteristics and continuously improve their teaching ability.

5.CONCLUSION

As an important part of art teacher education, educational practice can cultivate and improve students' classroom teaching ability, and at the same time promote the transformation of teaching roles, experience the role of teachers in advance, so as to lay the foundation for future education work, and secondly, it can also improve the comprehensiveness of teachers. With the improvement of quality, in the teaching process, art normal students continue to improve their sense of self-efficacy and teacher professional responsibility, thereby fostering their

professional inclination for the teacher industry [7]. However, in the actual educational practice process, due to the influence of traditional concepts, the art normal students did not have enough time to participate in classroom teaching during the internship process, and accumulated insufficient teaching experience. Secondly, they did not pay enough attention to the internship, resulting in poor internship effects. College art teacher majors must pay attention to and implement educational practice, and continuously improve the education and teaching ability of art normal students, in order to meet the requirements of ordinary colleges and universities teacher professional certification.

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

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Abstract: In the process of my country's economic development, a large number of innovative talents are needed. The cultivation of innovative talents requires not only the training of schools but also the participation of enterprises in the society. The school-enterprise cooperative teaching method combines the advantages of schools and enterprises in cultivating students' innovative ability, realizes the combination of production and education, and delivers more innovation to the society. Talent.

Keywords: Combination Of Production And Education; Entrepreneurship Training; School-Enterprise Cooperation

1. INTRODUCTION

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

2. REFORM TRADITIONAL TEACHING METHODS AND STRENGTHEN PRACTICAL TEACHING LINKS

In the process of cultivating students' innovative and practical abilities, the school should establish a brand-new teaching model. The development of teaching activities should not be limited to the classroom. The training of technical ability must rely on the laboratory or training base outside the school.

In the traditional teaching process, the teaching method adopted by the teacher is relatively simple, and the classroom becomes the main place for teaching activities. In this case, the teacher can only impart theoretical knowledge to the students, and the students' practical skills have not been effectively improved, and the students have no ability to innovate. Be improved.

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

Through research, it can be found that professional entity

services play a very important role in the teaching process. In the professional practice teaching process, strengthen the cooperation between schools, enterprises, and families to provide more mobile phone sessions for students, which is conducive to improving students' practical ability and promoting students to develop in a more comprehensive direction. Turn the place of professional practice into the main position of learning. Teachers and students should strengthen exchanges and jointly complete production and operation tasks. In the future teaching process, teachers should actively guide students to participate in practical activities. Teachers should not only impart theoretical knowledge but also participate in specific activities when guiding students in practical learning. In this process, students can not only learn theoretical knowledge but also apply these knowledge points. In addition, teachers and students should also pay attention to the changes in the overall job market and design scientific management methods based on the knowledge learned in the major. This can not only improve the economic efficiency of the enterprise in the production and operation process, but also play a role in guiding the development of other industries.

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

2.2 Enhancing the family's awareness of getting rich and paying attention to teaching practice

At the beginning of the semester, the teacher should actively understand the student's family situation, and make a reasonable plan for the family economic construction together with the student [1]. In the learning process, teachers should guide students to combine the theoretical knowledge they have learned with their own economic development plans. This can not only encourage students to master the theoretical knowledge in the classroom, but also improve their innovation and entrepreneurial ability. In addition, teachers should guide students' wealth-making programs, strengthen communication with students, solve problems in the combination of theory and practice, and improve students' entrepreneurial ability.

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

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

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

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

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

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

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

ABILITY

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

6. CONCLUSION

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

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

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

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

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

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

The teaching of experimental courses requires teachers to have relevant teaching abilities, mobilize students' participation in learning, and enhance students' interest in learning. At the same time, in the process of teaching, we should cooperate with the teacher's organizational ability to properly teach, so that students can think positively in the process of learning. When designing the teaching, the teacher should clarify the progress of the students in the class, and then proceed. The design of relevant class hours is guided by students' emotional thinking to create

valuable teaching content. At the same time, teachers should actively encourage students when teaching, and cannot ignore the role of encouragement. Teachers must learn to flexibly use monitoring capabilities to teach and maintain order in the classroom. Compared with theoretical classes, experimental classes will be more interesting and open. It is for these reasons that the experimental classroom will be more popular among students. But at the same time there will be a series of problems. Precisely because the experimental classroom will be more open, more unexpected problems will also arise. At this time, teachers need to use the ability of reflection to positively evaluate the "participation" of students. In the process of students' experiments, teachers should continue to make positive evaluations of students' performance ability and practical ability. In the process of evaluation, the teacher must be firm in principle, and must firmly start from mobilizing students' participation thoughts, and fundamentally positively evaluate the results of students' learning experiments. This is the value of incentives [3].

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

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

What is creative thinking? The so-called creative thinking means thinking activities with novelty, uniqueness, purpose and value in the thinking structure. In this era, it is very important to cultivate students' creative thinking, otherwise they will be eliminated by this society. However, as a teacher, you must fundamentally change the concept of education and talents and adapt to the trend of the times. In the process of classroom teaching, you must pay attention to the development of students' creative thinking ability and work hard in the process of teaching. Give full play to the creative ability of students [4].

Experimental classroom teaching to cultivate students' creative thinking is mainly cultivated through the following aspects. In the process of teaching, teachers need to use comprehensive teaching abilities and adopt creative teaching methods to teach students, so as to better stimulate students' creative thinking. In the process of teaching, teachers only need to make relevant curriculum arrangements, such as providing relevant thinking materials in teaching, creating good thinking situations to inspire students' thinking ability, so that students can be motivated in the process of learning, So as to enhance students' creative ability. At the same time, in the process of teaching, teachers use good organizational methods and use exploratory experiments in experimental classes to cultivate students' creative consciousness. In the process of exploratory experiments, students can give full play to their creativity. Creative experiments can also enhance students' interest in learning in the process of learning, so as to better stimulate students' desire for knowledge. As the saying goes, "Interest is the best teacher", students can learn better when they are interested in the relevant knowledge content in the process of experimenting and learning. At this time, the student's learning efficiency is also the highest. When students are learning now, they can have a better sense of innovation when they have a sense of innovation, and then they can better start innovative thinking. In this process, the teacher can let the students use their own imagination to create boldly, so that the students can develop such a habit. In the process of teaching, teachers must pay attention to the fact that in addition to developing students' logical thinking ability, it is more important to give full play to students' creative abilities in the learning process, stimulate students' interest in learning, and better To learn, give full play to the students' subjective initiative. In this process, the teacher should also provide timely encouragement, recognize the student's experimental results, enhance

students' self-confidence in the learning process, and invest more energy in the future. Come to learn, the student's learning effect is good, and the teacher's teaching quality can be improved.

3. CONCLUSION

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

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

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

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

1. INTRODUCTION

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

students' internal sense of learning self-efficacy.

2. LEARN SELF-EFFICACY

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



Figure 1 Keywords analysis of self-efficacy

3. INTRODUCTION AND FUNCTIONS OF THEME GROUP ACTIVITIES

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

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

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

ACADEMIC PUBLISHING HOUSE

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

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

5.1 Enrich students' successful experience

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

5.2 Set up diversified evaluation

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

they should pay attention to the process evaluation and reduce the weight of the result evaluation.

5.3 Guide students to correct attribution

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

6. PROSPECTS AND SHORTCOMINGS

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

Rationalization guidance attribution, improve students' sense of academic self-efficacy from multiple perspectives.

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Study On Strategies of Effective Classroom Interaction To Promote Student Development

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

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

1. INTRODUCTION

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

2. STUDENTS DEVELOP RELATIONSHIPS WITH CLASSROOM INTERACTIONS

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

development and classroom interaction will have a strong correlation, under the joint influence of both sides, the development of macro education in colleges and universities will make great progress [1].

3. TARGETED STRATEGIES FOR EFFECTIVE CLASSROOM INTERACTION TO PROMOTE STUDENT DEVELOPMENT

3.1 Treat students as the main body of the class

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

3.2 Accurately control course resources

Under the influence of effective classroom interaction, there are more opportunities for interaction between students and students and between students and teachers. During classroom interaction, teachers should timely expand teaching resources and improve teaching effect through accurate control of such resources. In the process of conducting classroom interaction, for example, to increase the teaching content, improving teaching form, place the multimedia technology into the classroom, teachers through related projection to complement more teaching resources, through the teaching material content and the combination of multimedia teaching resources, coupled with the creation of the interesting scene, the

students' interest in learning will be greatly promoted, Classroom interaction and inquiry will be greatly improved, and with the joint efforts of teachers and students, students' learning ability and learning level will be rapidly improved [2]. At the same time, in the process of searching for course resources, teachers should inquire in detail about current students' mastery of relevant knowledge, and select and supplement teaching materials reasonably according to their learning status and ability, so as to not only improve students' acceptance of such knowledge, but also enable them to learn more abundant knowledge and exercise their thinking qualities.

3.3 Improve interaction efficiency

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

3.4 Optimize new interaction modes

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

4.CONCLUSION

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

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

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

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

1. INTRODUCTION

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

2. STATUS QUO OF IDEOLOGICAL AND POLITICAL EDUCATION AND FACTORS AFFECTING ITS EFFECTIVENESS

2.1 Ideological and political education status of college students

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

2.2 Factors influencing effectiveness

From the perspective of the influencing mechanism of ideological and political education in colleges and

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

3. MEASURES TO IMPROVE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION

3.1 Adhere to the correct ideological and political orientation

3.1.1 Take socialism as the leading role in education

In the process of college students' education, there are many phenomena such as students' confused political belief and lack of sense of responsibility. It is urgent to improve the effectiveness of education to ensure that students take the right path, cope with the changing social environment, and adhere to the correct value orientation. In the new era, it is particularly important to link students' ideological and political education.

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

3.2 People-oriented education concept

Ideological and political education aims at cultivating students with all-round development. It not only requires students to fully master theories, but also requires students to have good moral character and perfect personality. In

daily life, we actively pay attention to the needs of students, solve the problems of students from the actual situation, help students overcome various problems, and create space for students' free development. Colleges and universities should study the problems existing in students at school, and solve the problems for students based on the reality of students, listen to students' opinions, promote ideological and political education to play a practical role, and optimize students' main position in school.

3.3 Strengthen ideological and political theory curriculum construction

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

3.3.1 Enrich teaching contents to meet social needs

Strengthening situation and policy education is an important part to ensure the effectiveness of ideological and political education. This is because strengthening situation and policy can help students pay more attention to major news events at home and abroad and improve their political sensitivity. It can help students gradually understand the development situation at home and abroad, and realize hot spots in society and the world. Colleges and universities should make full use of communication channels, actively publicize hot news, enhance the viscosity between students and hot news, and help students understand the current development situation. Strengthening traditional culture education is an important way to inherit and carry forward classical culture. By connecting traditional culture with individuals and groups. Through this education, students can have a deeper understanding of the connotation of Chinese culture, improve their national spirit and sense of cultural confidence, and identify with their own national culture.

3.3.2 Innovative teaching methods

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

3.4 Improve the system and strengthen team building

For ideological and political education in colleges and universities, we should improve the quality of ideological and political theory education and give full play to the role of education. In order to guarantee the principal status of the education workers, we should strengthen the

construction of ideological and political education team. Improve the comprehensive quality of ideological and political educators, firm belief and stand. Colleges and universities actively expand channels to create conditions for educational workers and cultivate ideological and political education teams with excellent quality and high ideological consciousness; And strictly select objects with higher theoretical level to ensure that they can have keen analytical ability and innovative spirit in the face of complex environmental changes, so as to ensure that they can gain a foothold in the complex environment. In addition, to strengthen the construction of ideological and political education team, we should also ensure that there are supporting systems. A sound system should be established to improve the quality of ideological and political education, and the system should be linked with assessment and professional title evaluation to form a competition mechanism, which can play a good incentive role and ensure the enthusiasm of workers [2].

3.5 Enrich ideological and political practice

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

4. CONCLUSION

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

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Application Of Translation Theories and Methods in Chinese Films

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

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

1. INTRODUCTION

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

2. STUDY TRANSLATION THEORIES IN CHINESE FILMS

2.1 Literary translation

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

2.2 Communicative translation

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

3. STUDY THE APPLICATION PATH OF TRANSLATION METHODS IN CHINESE FILMS

3.1 Translation methods

The so-called modified translation mainly refers to adaptation-based translation. The translation result under this method has little connection with the original content of Chinese films, especially the title of the film, or even no connection. Based on THE actual content of THE original work, THE book is translated in innovative ways. For example, classic films such as THE Promise were translated into Seventeen Years, Home for THE New Year, and Look Pretty was translated into Little Red Flowers. Among them, the whole film Looks Beautiful is centered on kindergarten children Xiao Honghua and Fang Qiangqiang. Xiao Honghua is an important clue running through the whole film. Compared with the poetic Chinese title, the translated title goes straight to the theme to meet the acceptance habit of westerners. In addition, small objects are the most likely to remind people of their beautiful childhood memories. The English translation of "Little Red Flower" can play an empathic role on the one

hand and arouse people's emotional resonance on the other hand, so as to get emotional sublimation, which is more conducive to the core expression of the film and the understanding of westerners [2].

3.2 Literal translation method

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

3.3 The combination of direct and free translation

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

4. CONCLUSION

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

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

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

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

1. INTRODUCTION

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

ultimately to cultivate talents with higher professional ability and comprehensive level for the society, so as to promote Good development of market economy. According to the social development situation, the current vocational colleges' market professional classification training and stratified teaching need to focus on the cultivation of students' abilities. The specific performance of the relevant abilities is as follows:

2. CULTIVATE STUDENTS' INFORMATION ANALYSIS ABILITY

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

3. CULTIVATE STUDENTS' PRODUCT PROMOTION ABILITY

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

4. CULTIVATE STUDENTS' MARKETING

PLANNING ABILITY

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

5. CULTIVATE MARKETING MANAGEMENT CAPABILITIES

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

6. CULTIVATE MARKETING AND ENTREPRENEURIAL CAPABILITIES

In the context of the current rapid development, e-commerce based on the integration of production and education teaching mode is also constantly moving forward, and government departments have paid attention to student innovation and entrepreneurship, and formulated relevant policies to support college students' innovation and entrepreneurship. Marketing students are required to have good marketing entrepreneurship capabilities, including online entrepreneurship

capabilities and offline entrepreneurship capabilities. As for the cultivation of marketing entrepreneurial ability, marketing students need to scientifically select entrepreneurial projects on the basis of mastering marketing methods and skills. The curriculum settings mainly include entrepreneurial education, online store operation, data analysis, and logistics professional knowledge. For this, it is necessary to optimize and improve the talent training program under the premise of clarifying the professional ability level of students to ensure that students can effectively apply majors Knowledge, training students' hands-on ability, but also training students' awareness of innovation and creativity, so that students dare to innovate, dare to create, so as to lay a solid foundation for students' entrepreneurship, provide favorable conditions, and play an important role in improving students' marketing and entrepreneurship capabilities.

7. CONCLUSION

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

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Impact Of the Coronavirus Pandemic on The Russian Economy

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

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

1. INTRODUCTION

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

2. ANALYSIS OF THE CURRENT SITUATION OF THE RUSSIAN ECONOMY

In order to contain the spread of the coronavirus, the Russian government was forced to close its borders, restrict the movement of people and slow down trade. As a result, Russia's economic growth slowed down. [1] Right now, most of Russia's economic experts are talking about the economic slowdown caused by the new coronavirus pandemic. According to them, Russia's economic indicators are in rapid decline, but its negative impact affects not only the Russian economy, but also the global economy as a whole. The level of Russian GDP should fall by at least 15 to 20% due to the epidemic. In addition, due to the recent pandemic, oil prices are not expected to rise, but are more likely to fall, which negatively affects the economy of the Russian Federation, since oil is the main export commodity of the country. In the context of socioeconomic problems, political and economic events such as Brexit and the trade war between the United Kingdom and the United States have been affected by the epidemic. Oddly, the outbreak has "contributed" to the economic crisis in the Russian Federation, and the more serious the situation, the more serious the consequences. Everything happened according to the domino principle, namely that one after the other economic sphere fell into a coma. [2]

Compared to 2019, the global economy will decline by

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

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

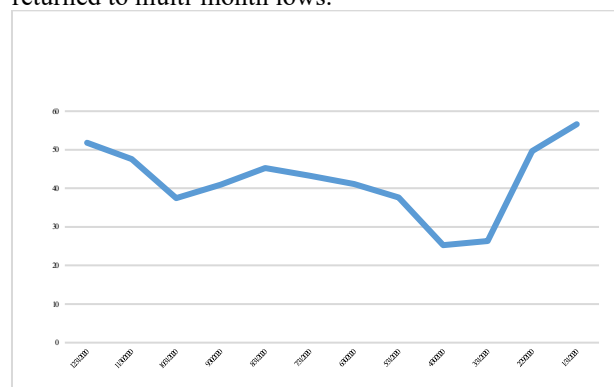


Figure 1. Brent crude oil prompt month(\$/bbl)

The study revealed that global oil price shocks and the appearance of the novel coronavirus may lead to different scenarios for Russia in the future. (slow economic growth, economic prosperity, weak recession, economic recovery, moderate recession, economic stagnation, vigorous recession and economic transition). The eighth scenario (economic transition) would be the most likely scenario for the Russian economy, considering the current decline in oil prices, Western sanctions against Russia, and uncertainty about the end of the new crown virus. As a consequence, Russia's economy will be more digitized

and the role of the government in the economic apparatus will be higher than before the epidemic. Furthermore, Russia will speed up the process of regionalization and Asia to reduce the impact of Western sanctions. In addition, the share of oil revenues in the government's budget will drop dramatically.

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

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

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

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

In Russia, the industries most affected by the novel coronavirus are air transportation, hospitality, public catering and private educational establishments. In support of these industries, a crisis reserve of 300 billion roubles is proposed. The Council of Ministers proposed giving interest-free loans to companies to repay wages owed to employees. The proposal is backed by major commercial banks such as the Sberbank of the Russian Federation and the External Trade Bank of Russia. The Russian Minister for

Economic Development, Leshetnikov, stressed that situations like the pandemic are temporary and that, over time, the economy will return to its previous state and start growing.

4. CONCLUSIONS

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

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On Cultural Connotation of Li Bai's Landscape Poems of Mount Tai

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Abstract: With the development of the cultural communication between China and the rest of the world, more and more Chinese cultural elements need to be introduced to the international community. Both Li Bai's poems and Mount Tai are vital cultural elements in China. This essay will analyze Li Bai's landscape poems of Mount Tai and its cultural connotation on the basis of the origin of Mount Tai culture with the purpose of promoting the understanding of Chinese cultural elements among international visitors.

Key Words: Li Bai's Landscape Poem; Mount Tai; Cultural Connotation

1. INTRODUCTION

From ancient times till now, Mount Tai is always famous for its unique landscape and culture, which contributes to people's worship towards it. Its sacredness and abundant historic culture make it a symbol of the Chinese nation and the Chinese spirit. The pine trees, the stone inscription, the peaks and so on are all one of a kind, which attracts a number of scholars and poets to come to visit. Thus, many a famous poem eulogizing Mount Tai was written, among which are Li Bai's landscape poems. The culture connotation of those poems vividly embodies the charm of Mount Tai's unique landscape and culture. Li Bai lived in Tang dynasty which was a powerful and world-famous time in Chinese history. During that time, Mount Tai embodied the politics, thoughts and social culture of Tang dynasty.

The Origin of Mount Tai Culture

According to Su Bingqi¹, a famous archaeologist, Mount Tai is a huge cultural relic, which is of special meaning in Chinese history and is a symbol that features the unification of the Chinese nation. In several Chinese ancient literature works like Zhouyi, Zhouli, Mount Tai was mentioned as a big and auspicious place. In Fengsutongyi², the Chinese character 岱 (the original name of Mount Tai) means the growth of everything and symbolize the combination of yin and yang, which is the start of everything. In this connection, it is easy to be noticed that Mount Tai is, from the beginning, the symbol of grandness, hope and life.

In ancient China, people believed that high mountains are the best media for them to communicate with Chinese gods. And Mount Tai was at that time the highest mountain they can observe. Therefore, it is regarded as the most suitable place for the ancient people to communicate with the Chinese gods. So there is an old saying goes that when Mount Tai is in peace, the whole world is in peace.

As a mountainous and picturesque place, Mount Tai is not only a symbol of peace and prosperity, but also a sacred

media which features grandness, hope and life.

Li Bai's Landscape Poems of Mount Tai and its Cultural Connotation

A lot of ancient scholars and poets from different periods of Chinese history came to visit Mount Tai and wrote a number of poems eulogizing this mountain. Among all the poems, the landscape of Mount Tai is praised the most. All the works are of great literature value, which is one of the main channels for the modern people to know about Mount Tai. The poems written by poets from Tang dynasty are especially distinct considering the prosperity of that period which is also reflected in people's minds. The Tang Dynasty was the heyday of the feudal society because the national strength was strong, the people's thoughts are free, and the whole society was filled with a positive and enterprising spirit. The scholars and poets from Tang dynasty were attracted by its unique charm. Some of the poems praise the landscape of it like flowers, trees, waterfalls and so on, and some extoll the cozy life in the mountain forest. Among all the famous poets and their poems, Li Bai and his poems are the most famous.

In April, 742, Li Bai came to visit Mount Tai for the first time. When he saw the grand view and the relics left by emperors from different dynasties, he was shocked and in ecstasy. He was totally immersed in the beautiful views and the unique culture of Mount Tai and lived there for four months, and thus wrote The Six Poems Eulogizing Mount Tai. With the fresh and elegant description, Li Bai carefully depicts the beautiful scenery of Mount Tai from different perspectives. Cliff, cloud and mist, the mountain stream, river, waterfall, sunrise, stone and the overlapping peaks are all the subjects described in his poems.

The First Poem³ is translated as "the emperor had ridden six dragon chariot over mountains and mountains, deep valleys hover twists and turns. The traces of horses' hooves left on bifeng are now covered with moss. Cliff and waterfall gush flow, songfeng water sounds like excited mourning. North qunfeng qijue is as if dumping into the East China Sea." This poem demonstrates the steep mountain and the winding roads on it. The steep cliff and the rushing water looks intimidating.

The Third Poem³ is translated as "at dawn, I went to the sun view peak as if I can knock the cloud door open there. Immediately my whole spirit flew out of the heaven and earth. The Yellow River flew from the west and then toward the mountains in the east. Leaning on the cliff side, as far as the eye can see in all directions, the world is full of leisure." In this poem, the poet would come at dawn to wait for the sunrise at the sun view peak, a towering peak that seemed to stretch the clouds and roll them up. The Yellow River can be seen flowing from the west and

rushing all the way to the distance. From a high vantage point, everything in the universe seems to be before the poet's eyes which makes his heart extremely open and mood relaxed.

The Fourth Poem³ is translated as "climb the Riguan Peak, leaning on the east China Sea. The sea waves shook the distant mountains, and the rooster crowed in the clouds. Silvery towers leap out of the sea, and whales roll their waves." It depicts another wonder of Mount Tai - the sea of clouds. The sea of clouds generally appears in summer, which is determined by the monsoon.

2. CONCLUSION

Mount Tai rises from the vast plains, towering into the clouds, can inspire people to conquer difficulties and to be courageous and positive which is in line with the minds of scholars and also the prosperity of early Tang dynasty. The description and imagination in Li Bai's poems about Mount Tai vividly reflects the open mind, courage and

positivity at that time. Rulers in Tang dynasty attached importance to enlightenment and advocated Confucianism, which is also embodied in Li Bai's poems. The sunrise, the sea of clouds, the sea and the Yellow River that can be seen from the top of Mount Tai depicted in Li Bai's poems are all grand and impressive, showing the status of the mountain in people's mind and their worship towards it.

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

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

Keywords: Ceramic Painting; Chinese Painting Technique; Practical Application

1. INTRODUCTION

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

2. GENERAL INTRODUCTION OF CERAMIC PAINTING ART

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

2.1 Brief development history

Painting on ceramic products can show professionalism and good artistic effects. Because the painting method and Chinese painting are essentially consistent, the two have a mutual restriction, influence and promotion in the process of development. Analyzing from the perspective of historical development, the fusion of my country's ceramics and Chinese painting techniques took shape as early as the late Song Dynasty, and later went through the Wei-Jin period and the Tang Dynasty coloring and other stages, and has a long history in different dynasties in ancient my country. The technique of ceramic painting has experienced many stages of development. According to

the specific type of painting, the painting method on ceramics is mainly colored painting. If the colored painting is classified in detail, it can be roughly divided into underglaze blue and white, multicolored porcelain, pastel on axis, etc.[1].

2.2 Introduction to typical ceramic painting categories

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

3. THE FUSION OF CHINESE PAINTING TECHNIQUES AND CERAMIC PAINTING

From the above, it can be seen that the techniques of Chinese painting and the artistic expression of ceramic painting have certain similarities in style, type and artistic beauty, which laid a certain foundation for effective integration in the later period.

3.1 The fusion of Chinese brushwork and ceramic painting
The brushwork of Chinese painting mainly shows different painting forms through the use of brushes and the technique of accent and frustration. Through the perspective analysis of painting techniques, we can know

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

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

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

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

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

4.CONCLUSION

In summary, Chinese painting techniques and ceramic

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

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

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

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

1. INTRODUCTION

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

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

2.1 The case is not closely related to the textbook

2.1.1 Case teaching method lacks systemicity

The lack of systemicity of the case teaching method is a prominent problem in its application in the teaching of ideological and political courses in colleges and universities, which has a great impact on the application effect of the case teaching method. The main content of the ideological and political course is to explain the basic principles of Marxism, which is rigorous, scientific, and authoritative. However, some teachers have a certain degree of blindness when applying the case teaching method, which makes the case teaching method lack of scalability and vitality.

2.1.2 The integration of case and theory needs to be deepened

At this stage, the application of case teaching method in the teaching of ideological and political courses in my country's colleges and universities is not in-depth in the integration of case and theory. Some teachers apply this teaching mode in order to apply case teaching method in actual work. The application of this teaching mode and textbooks There are some deviations in the theoretical route. Moreover, some teachers carry out their work with rigid cases, and it is difficult to select cases reasonably according to the teaching content, which makes the recognition of students low and also affects the application effect of the case teaching method.

2.1.3 The timeliness of the case needs to be improved

The lack of timeliness of cases is also a major problem that affects the application of case teaching methods in college ideological and political teaching, and teachers should pay attention to them in their work. Teachers should analyze the selected cases, and when working with classic cases, they should pay attention to incorporating new interpretations in order to increase the attractiveness of the cases to students. In addition, teachers should pay attention to supplementing and replacing cases in combination with the development of the times in their work, so as to improve the timeliness of cases, so as to ensure the application effect of case teaching method [1].

2.2 The case teaching is mixed with examples

At present, some teachers confuse the case teaching method with examples in the teaching of ideological and political courses, and they cannot give full play to the role of case teaching method. Some teachers do not have sufficient knowledge of case teaching method, and only one-sidedly regard it as an example. In the classroom teaching process, they hope to use examples to reduce the difficulty for students to learn and understand abstract knowledge. The real case teaching should be that teachers provide specific cases to guide students to discuss, so as

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

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

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

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

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

4.1 Teaching preparation

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

4.2 Teaching Practice

In the process of teaching practice, if teachers want to improve the application level of the case teaching method, they should clarify the goal of ideological and political teaching, select cases reasonably according to the theoretical framework of the textbook, and set up questions in the teaching process, and make full use of the students' experience through the questions. Curiosity stimulates students' enthusiasm for learning, ensures that students can conduct intense discussions based on problems, and ensures that students' thinking can be better diverged in the teaching process. Teachers should pay

attention to their own guiding role in the process of student discussion, provide students with necessary help, guide students to discuss in the right direction, avoid waste of classroom teaching time, and ensure the quality and progress of ideological and political teaching[3]. In addition, teachers should pay attention to asking students to summarize and summarize after the student discussion, and further analyze and explain related theoretical knowledge, so as to ensure the effect of ideological and political teaching and improve students' ideological awareness.

4.3 Teaching reflection

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

5.CONCLUSION

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

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Research On the Application of Folk Paper-Cutting in Children's Education

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

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

1. INTRODUCTION

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

2. THE EXPRESSION OF THE ART OF PAPER-CUTTING

2.1 Variety of patterns

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

Now, with the changes of the times, paper-cutting patterns have gradually changed, adding elements of modern life, making paper-cutting culture more suitable for the development of modern society. For example, some paper-cutting personnel added representative modern elements such as the national emblem, pandas, and Fuwa in their designs. Through the appreciation of the paper-cut

patterns and the overall meaning of the patterns, it can reflect the living standards and lifestyles of the modern people.

2.2 The paper-cutting technique is more exaggerated

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

3. THE APPLICATION OF FOLK PAPER-CUTTING IN CHILDREN'S TEACHING

3.1 Improve children's aesthetic level

With the rapid development of society, the pace of life of the people is gradually accelerating, people seldom calm down and appreciate the surrounding living environment, and aesthetic concepts are gradually being affected by the wave of social development. Everyone needs to have aesthetic ability and learn to appreciate the things around them. Children need to have a certain aesthetic ability, feel the influence of beauty from an early age, and improve their own aesthetic grade, which has an important influence on the overall aesthetic trend of our society. Therefore, teachers should strengthen the cultivation of children's aesthetics and improve children's aesthetic level. As the country pays more attention to traditional culture, the upsurge of learning traditional culture in our country has gradually increased.

Children are easily attracted by new things, and traditional paper-cut culture children are less involved and don't understand it deeply. Therefore, teachers actively integrate paper-cut culture into children's teaching, which can stimulate children's interest in learning the art of paper-cutting. Interest is the best tutor for children's learning. Teachers actively play paper-cut culture in the classroom and strengthen the analysis of paper-cut works, which can increase students' understanding of paper-cut culture, broaden their knowledge horizon, and improve aesthetic ability [2].

3.2 Cultivate children's good qualities (morality and patience)

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

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

3.3 Cultivate students' innovative ability

With the continuous development of the education industry, my country has put forward new curriculum standards and new educational concepts based on the actual situation of education. The new educational concepts propose that teachers' teaching activities must cultivate students' innovative spirit and practical ability. Innovation is the soul of national progress and the inexhaustible driving force for the prosperity of the country. Therefore, the cultivation of innovative spirit is

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

4.CONCLUSION

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

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

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

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

1.INTRODUCTION

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

2. CURRENT PROBLEMS FACED BY CURRICULUM IDEOLOGY AND POLITICS

At this stage, the "curriculum ideological and political" is still facing two problems in the process of realization. First, the way that ideological and political education is integrated into professional courses is a bit blunt. At present, the integration of ideological and political courses with other professional courses is still in place. In the initial stage, the two are under different teaching systems after all, so in the process of integration, there is a rigid situation, and there is almost no correlation between some professional courses and ideological and political courses, so more difficulties arise. Second, the introduction of ideological and political elements is not emphasized in the

teaching of professional courses. Some teachers often ignore the knowledge points related to ideological and political elements when carrying out teaching activities, and do not pay attention to the extension and excavation of ideological and political elements. Knowledge points that can be connected with ideological and political elements or can be expanded are often taken over. Based on this, how to better link professional courses and ideological and political courses, and how to coordinate between architectural design courses and ideological and political elements are the problems that need to be solved urgently in the current architectural design course development process [1].

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

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

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

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

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

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

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

3.2 Incorporate ideological and political education requirements into the formulation of teaching goals

In the past architectural design courses, the formulation of teaching goals mostly focused on improving students'

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

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

3.3 Infiltrate ideological and political elements in teaching content

3.3.1 Effective use of course teaching platform

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

3.3.2 Strengthen the construction of a red campus cultural base

At this stage, my country's colleges and universities

generally pay attention to the cultivation of students' professional skills and theoretical knowledge, and most of them do not consider guiding students to participate in social practice and ideological and political education. The situation of uncoordinated development has been eliminated. To achieve high efficiency of ideological and political education in colleges and universities, the method of building a red campus culture base can be adopted. Specifically, the construction of campus culture is an important module in the development of universities in our country. In order to strengthen ideological and political education, it is necessary to increase the intensity of building a red campus culture base, and to maximize the red cultural resources in the area where the university is located. It is also an important way to realize the extension of new channels of ideological and political education. After the construction of the red campus culture base is completed, students can not only receive ideological and political education in the classroom, but also enrich their understanding of the red culture by visiting the red campus cultural base in the school's spare time, and be able to systematically understand the revolutionary ancestors The spirit of hard work and the arduous journey of the revolutionary cause. The red campus culture base can help students have an intuitive perception of red culture, thereby freeing students from classroom teaching, and finally achieving the purpose of strengthening students' emotional cognition of ideological and political education [3].

3.3.3 Increase the intensity of teachers' ideological and political awareness

From the actual situation, it is particularly important to integrate and implement ideological and political education in architectural design courses. Based on this, teachers of architectural design should strive to improve their own ideological and political awareness, actively learn ideological and political-related theoretical knowledge, integrate ideological and political elements into the classroom, and use this as a basis to integrate multiple disciplines such as aesthetics and philosophy with architecture. The design courses are crossed and merged to find the similarities between the architectural design major and the ideological and political elements. In addition, teachers should also set up a sense of example. This work should be based on enriching teaching methods and strengthening teaching content, and truly lead by example.

3.4 Strengthen the function of ideological and political education in teaching methods

The core content of the architectural design curriculum reform based on the ideological and political background of the curriculum is to use professional curriculum teaching as the basis to achieve the coordinated development of ideological and political education. Therefore, it is necessary to carry out the status of professional skills and knowledge teaching and ideological and political elements. The organic balance prevents the architectural design course from being turned into an ideological and political course in order to achieve the integration of ideological and political elements. There

are also many ideological and political elements in architecture majors. Architectural design is a process of measuring value, and due to the influence of many reasons, there will be more personal and social value tendencies. In addition, the actual use of teaching methods must clarify the value of the foothold, explore the ideological and political elements in it, and cultivate students' patriotism and personal will.

3.5 Integrate curriculum ideological and political elements into the establishment of teaching management mechanism

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

3.5.1 Strengthen the people-oriented concept

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

3.5.2 Optimize the curriculum ideological and political teaching platform

The key content that can ensure the effective reform of the architectural design curriculum based on the curriculum ideological and political background is to have a complete teaching management mechanism. Most colleges and universities have the teaching conditions of the studio system. In the process of establishing the teaching management mechanism, this teaching facility can be used as a teaching platform. With this platform, classroom

teaching of architectural design courses can be carried out and penetrated into it. The main points of ideological and political, and then enhance the effect of ideological and political teaching. The studio-based teaching model has many advantages. First of all, this small class teaching method can promote more diversification of teaching content, and the teaching methods used can also be more flexible. In a sense, it is in line with colleges and universities. If the characteristics of the student stage are consistent, it is easier for students to receive knowledge, which improves the teaching level of architectural design courses; secondly, the studio-based teaching mode can also enhance the professional accomplishment of college students, and at the same time, enhance their own ideological and moral recognition. Knowledge level.

4.CONCLUSION

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

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Research Progress of Transdermal Drug Delivery System

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

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

1. INTRODUCTION

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

2. THE PRINCIPLE OF SYSTEM USAGE

2.1 Transepidermal absorption TDDs

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

2.2 Absorbed TDDs by adnexa

This type of medicine uses the glands (sweat glands, sebaceous glands) and hair follicles in the skin as the drug absorption path. Compared with transepidermal drug

delivery, adnexa has a faster penetration rate of drug molecules. However, only 1% of the stratum corneum is skin appendages, so the usage rate of this route of administration is relatively low. This method is mainly suitable for strong polar macromolecular drugs and ionic drugs. The stratum corneum contains a large amount of lipids. The above-mentioned drugs do not have good penetration conditions, so skin adnexa is needed for administration.

3. APPLICATION ADVANTAGES AND DISADVANTAGES

3.1 Application advantages

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

3.2 Application disadvantages

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

4. FACTORS RELATED TO TDDS ABSORPTION EFFICIENCY

4.1 Drug properties

The drug's own factors that affect the absorption of TDDs are the nature and dosage form of the drug. In terms of drug properties, the molecular shape, specification,

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

4.2 Drug dosage form

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

4.3 Body Physiological Factors

The different drug subjects are that their skin conditions are different, and the permeability of human skin is better, while the rat experiment and rabbit experiment show that the permeability of the drug is poor. The drug permeability

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

5. CONCLUSION

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

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Application Of Image Recognition Technology in Artificial Intelligence

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

Keywords: Image Recognition Technology; Artificial Intelligence; Medical Diagnosis

1. INTRODUCTION

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

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

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

In the field of artificial intelligence, the application of image recognition technology has many application advantages, fully demonstrating its own intelligent and convenient processing characteristics. Compared with traditional image recognition methods, artificial intelligence image processing technology can effectively eliminate the shortcomings of previous image processing modes, intelligently select image information, intelligent image information, and use technical means to improve the feasibility of data application and the effectiveness of image analysis. Intelligent. For example, at the current stage, the more widely used face recognition technology is to make full use of artificial intelligence technology and

image recognition technology to transform facial information into objective data. On the surface, it is performing face recognition, but in fact, it is performing facial features and data. The extraction and recognition of information, when the verification is correct, will complete the unlocking function of face recognition. Moreover, the image recognition technology in artificial intelligence has begun to evolve towards more flexibility and convenience. It can complete the entire recognition process without preparing overly complex equipment tools and without lengthy image recognition functions, which can effectively liberate people's hands. Give people's lives a lot of convenience. For example, people do not need to manually enter a password when paying by swiping their faces, and the whole process is more straightforward and convenient.

3. TECHNICAL PROCESS OF IMAGE RECOGNITION TECHNOLOGY IN ARTIFICIAL INTELLIGENCE

3.1 Image data preprocessing

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

also be transformed into clear images, and the image quality can also be significantly improved.

3.2 Grab typical features

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

3.3 Image matching classification

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

improve the scientific nature of image information processing. And accuracy.

4. APPLICATION OF IMAGE RECOGNITION TECHNOLOGY IN ARTIFICIAL INTELLIGENCE

4.1 Medical diagnosis

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

4.2 Physical identification

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

4.3 Painting recognition

Painting recognition is also a widely used image recognition technology application method. The mini game "You draw and I guess" fully utilizes image recognition technology and the application function of artificial intelligence technology to complete the dynamic recognition and analysis of simple strokes. The whole game In the training process, not only the participation of game creators, but also the integration of artificial intelligence technology, through the image recognition technology in the field of artificial intelligence, it can accurately extract the key features of the image, construct the basic image form, and promote the image and data to

be able to Cooperate with each other to achieve the purpose of effect detection. In recent years, the research of image recognition technology in painting recognition has been increasing, and the application effect and scope of use are also in the process of optimizing.

4.4 Handwriting recognition

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

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

5.1 Model recognition method

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

5.2 Neural network form

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

5.3 Non-linear dimensionality reduction form

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

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

At this stage, image recognition technology has achieved good application effects, but some of the technology applications are not mature enough, and it is necessary to make better use of the application value of image recognition technology in future technical research. Among them, image transmission quality is the focus of future technical research. In fact, due to the limitations of software and hardware facilities, real image processing is also prone to problems. In many cases, it is often difficult to achieve the expected processing goals, and the problem of poor image processing clarity occurs. In this case, more attention should be paid to image transmission quality, and image transmission speed and processing speed should be placed in an important position.

At the same time, the efficient use of image recognition technology largely relies on strong technical support and matrix calculations. However, the current stage of computer development is biased towards floating-point

calculations, and the overall calculation work is extremely prone to problems. In the case of low computational efficiency, it is necessary to pay attention to chip processing in subsequent technical research to improve the efficiency of chip use [4]. In addition, continue to strengthen the research and analysis of the new technology theory of computer image recognition, laying a good foundation for the development of subsequent image recognition technology.

7. CONCLUSION

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

and image recognition technology, and better serve social life.

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