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On The Reform of English Assessment Method Based on Project Teaching

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Abstract: In the process of social development, new requirements for education are constantly put forward. In the process of entering the society, students trained under the traditional teaching mode generally reflect the problem of inadaptability, which seriously hinders the development of students, so does English teaching. As a direct reflection of students' learning effect, teaching assessment determines students' learning content to a certain extent, so it is necessary to reform the existing English assessment methods. This paper aims to explore the reform measures of English assessment based on project teaching, hoping to promote the long-term development of English teaching.

Key Words: Project-Based Teaching; English; Evaluation Method; Reform

1. INTRODUCTION

With the development of educational reform, traditional teaching methods can no longer meet the new development needs, and the idea of reform and innovation has been deeply carried out in the teaching of various stages and disciplines. As one of the most important subjects in subject teaching, English has always been concerned by educators. English teaching can exercise students' language ability and thinking ability, and it is also an important subject to cultivate students' international concept. However, in today's English teaching, a mistake has been gradually entered, and academic performance has become the only standard to measure students, which has caused a great blow to students' learning enthusiasm. The reform of English assessment is the only way for future education.

2. THE MEANING AND ADVANTAGES OF PROJECT-BASED TEACHING

Project-based teaching, as its name implies, is a teaching activity in which teachers and students jointly implement a complete project work. It is one of the "behavior-oriented" teaching methods. It refers to the business model, divides learning into projects, and tests learning results through students' independent learning. Project teaching process generally includes five aspects, the first is clear project tasks, the task is presented by the teachers and students participate in the form of talking, the second is the plan by the students themselves, teachers review and give guidance, and then the implementation of the plan, students through the division of Labour in the form of a complete, check after the evaluation, self-evaluation of students and the combination of teacher evaluation, Finally, it is archiving and application, which together constitute a complete project-based teaching [1].

Project-based teaching has the characteristics of

practicality, autonomy, development, comprehensiveness and openness, which can exercise students' self-learning ability well and promote team communication and collaboration ability in the process of group cooperation. It is an effective teaching method. Project teaching in the teaching evaluation has distinctive features, its not for the student's final grade standard, but focus on the process of students' ability in the project activity and the content of the evaluation is given priority to with the expression of the students, therefore the project testing methods applied to English teaching reform, to promote the English assessment mode diversification, more fair in the evaluation.

3. REFORM MEASURES OF ENGLISH ASSESSMENT METHODS BASED ON PROJECT TEACHING

In order to reform English assessment from the perspective of project-based teaching, the traditional summative assessment model must be changed. In the past English assessment, students' learning results were tested through different tests, but only the final or final exam results were adopted in the end, which was greatly affected by accidental factors. While project-based teaching focuses on the process evaluation, starting from students' English learning in the whole school year, and is more objective in evaluation. The reform of English assessment based on project-based teaching can be carried out from the following aspects:

3.1 Change of teaching methods

The premise of the reform of English assessment method is that the teaching method should also change. From the perspective of project-based teaching, first of all, teachers should change their own educational ideas, teachers are no longer the leader of the class, but the guide, in order to ensure that students in the teaching of the subject position. Change the traditional "cramming" teaching method, teaching contents according to law, into the project, each class teacher released tasks and name on this project, students according to the task combined into the team, to everyone in the team's job responsibilities, with their own plans, from teachers can collaborate, Finally, the team will send representatives to show the project results, and in the process of showing, they will have to reflect on themselves. After sharing, teachers evaluate each group and constantly adjust the teaching methods and content to improve the teaching effect. Only when project-based teaching is applied to English teaching can the traditional evaluation methods be changed and the formation of evaluation results be realized.

3.2 Formative evaluation concept

As the core evaluation system of project-based teaching, formative evaluation mode should run through every

process of teaching, so as to evaluate students in all aspects. Taking the teaching of English articles as an example, in the process of students' project-based learning, teachers should carefully observe each student's learning attitude and have a clear understanding of each student's role in the project, so as to make paper records of students' performance after class as the basis for formative evaluation. Secondly, after the completion of a large teaching content, a small test can be arranged for testing, which not only inspects students' English professional knowledge, but also inspects their comprehensive quality. These small test results, according to a certain proportion and the final result of conversion, so that in the evaluation of results more comprehensive. The core of formative evaluation is to constantly develop and improve the evaluation of students in the process of learning, and summarize the long-term learning effect of students without a single score. In the evaluation method, the fault tolerance rate has been greatly improved, and finally develop a relatively stable evaluation system.

3.3 Focus on practical evaluation

Practicability is an important feature of project-based teaching. In the conventional English evaluation method, theoretical evaluation is the main method, which is embodied in the exam results. In fact, it is biased to sum up students only by a number. The necessary step of project-based teaching is that every student participates in the practice process of the project, so in the English evaluation method, we should pay attention to practical evaluation. The so-called practical evaluation, is in the process of students' practical performance evaluation, such as the process of project implementation, the importance of the role of and the final rendering, in

general role of characters is heavier, complete the better, should be a little higher in the evaluation, in order to encourage students to participate in the project of teaching, stimulate students' autonomous learning awareness, The ultimate goal of education can only be realized by making learning become what students are really willing to do. In the process of practical evaluation, theoretical evaluation can not be completely abandoned, but the organic combination of the two, comprehensive and comprehensive evaluation of students' English learning, is a scientific way of evaluation.

4. CONCLUSION

Long in the process of English teaching in our country, it is not difficult to find out the training of talents and the ideal target, itself is education to cultivate both master English writing ability also have a certain oral English talents, in the actual results, however, is often written ability is far greater than the spoken language ability, students cannot achieve the effect of knowledge, Therefore, we must change the way of assessment in English teaching. Only by changing the teaching method, changing the evaluation method into formative evaluation and practical evaluation mode, and realizing the comprehensive quality evaluation of students, can we promote the progress of English teaching.

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iWrite-Based Blended Teaching Mode Research on EFL Writing Course--A Case Study of Zhejiang Yuexiu University of Foreign Languages

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Abstract: The study looks into a writing teaching system developed by Unipus of FLTRP (Foreign Language Teaching and Research Press)--iwrite. After a search of the new trend of blended teaching, online teaching, and a deep survey of the features and applicability of the system, the study illustrates how it was deployed in the Zhejiang Yuexiu University of Foreign Languages. After two years' experiment, the results showed the positive results of significant change in students' writing, meanwhile from the deep interview of the students and teachers in the

Table 1 figure collected 6/30/2020 from [CNKI: China National Knowledge Infrastructure](#)

Key words search	2010-2015 no. of researches	2016-2020 no. of researches
EFL writing course; online mode	88	206
EFL writing course; internet plus	26	65
EFL writing course; big data	6	140
EFL writing course; AI	24	55

After 1950s' rapid growing of flipped classroom, SPOC and MOOC theory and practice in China and all over the world, in the practical teaching, more and more courses apply the blended teaching mode with tremendous technical and financial support from the colleges and the nation, and ESL writing course is no exception. After the outbreak of pandemic COVID-19, most courses in universities in China adopted online teaching in the early months of 2020. A survey on the College Teachers' Online Teaching(2020) in Zhejiang province reveals that in the post pandemic period, during the normal on-campus teaching, about 90% teachers reported their familiarity with online teaching via various teaching platforms, with more than 70% teachers' manifestation of preference to blended teaching, a combination of traditional in-class teaching with online teaching.

2." IWRITE" TEACHING AND ASSESSING SYSTEM FOR ENGLISH WRITING COURSE

Possessing automated essay scoring and grammatical error correction, iwrite caters to the needs of Chinese college students. With precision rate of 98% and recall rate of 70%, iwrite is the only online writing system based on language competence and writing content scoring in China. With auto-scoring of language, content, organization, mechanism, iwrite not only accesses the essay on the language level, but also its relevance to the topic in discussion, coherence and logic of the whole essay. Its corpus incorporates Wikipedia, One Billion Word Benchmark for Measuring Progress in Statistical Language Modeling, BNC, and the NUS Corpus of

research, the problem of teachers' involvement in the blended teaching also popped up, which calls for further study in the future.

Key Words: iwrite-Based Blended Teaching; Efl Writing Course; Case Study

1.INTRODUCTION

A search on scientific studies of EFL writing course in China (see Table 1) shows the unavoidable trend of new technology's application to the EFL writing course.

Learner English. It also has its own "iwrite Chinese Learners Corpus". With it, teachers can not only build up their own writing corpus for EFL, but also get involved in the assessing criteria setup, which well address to the problem of teachers' role in the process of machine scoring and relief their burden to a large extent.

On July 22, 2020, the Report on College Students' Writing Competence in China(2020)-- Analysis Based on Data from iwrite is jointly issued by Unipus of FLTRP (Foreign Language Teaching and Research Press), the biggest foreign language teaching and research agency in China and China Educational Technology Journal, one of the most influential journals in China in teaching technology. The data (Table 2) was collected nationwide through blend teaching of writing on iwrite since February, thanks to COVID-19 pandemic iwrite has been put into a great use as the platform for online teaching. Covering more than 100 colleges and universities from 22 provinces and autonomous regions, after 3 months' data collection, it proved its wide applicability in EFL Writing Course in the Chinese high education system and it also revealed to a large part the writing competence of nowadays college students of different majors and different levels (78% writers are undergraduates from ordinary colleges and universities, 17% from key universities and 5% are vocational and professional school students).

(Table 2 sample data of the 2020 Report on Chinese College Students Writing Competence)

No. of universities	No. of writers	No. of texts	No. of words
100	442,333	1,299,425	233,614,120

A 5.52% rise of average score was reported by using iwrite.

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After several revision, the texts covering a variety topics and genres saw an prominent improvement in language and mechanics, whereas improvements in the content and organization were non-significant (see Table 3), which composes an pressing task for the researchers and teachers on EFL writing. The iwrite teaching and auto scoring Table 3 score comparison after revisions on iwrite

	First version	Final version	Score increased	Rising rate
Total mark (100)	76.9	82.4	5.5	5.52%
Language (accuracy, fluency and complexity) 30%	21.4	25.3	3.9	13.16%
Content (relevance and coherence) 40%	34.4	34.7	0.3	0.65%
Organization(paragraphing and discourse management) 25%	16.7	17.2	0.5	1.96%
Mechanism (punctuality and spelling) 5%	4.2	4.8	0.6	12.00%

2.1" iwrite-Based" Blended Teaching Modes in EFL Writing

Based on peer reviewing and grading design, iwrite provides rigorous peer reviewing rubrics, with which students are correctly trained and guided to review and grade. A deep combination of machine and teachers' grading is also offered. Under this circumstance, there are four commonly practiced modes of EFL writing blended teaching on iwrite: N+2+1 grammatical revision mode; corpus-based mode; reading-writing integrated continuation task mode and POA mode.

N+2+1 grammatical revision mode focuses on language accuracy, fluency and complexity. This mode highlights students' continuing practice and repeated revision after different levels of assessment. "2" stands for one time of online peer review plus another time of in-class group review, and "1" stands for one time of teacher's assessment, accordingly "N" stands for several times of revision during this process. Therefore, it is a good way to improve students' language competence in linguistic, grammatical and expression levels.

The corpus-based mode aims at enhancing students' language competence. By comparing the Chinese Learner's Corpus, this mode of teaching offers possible reasons for errors occurred as well as a detailed correction. Thus, students can get a higher level of improvement in content and organization.

Reading-writing integrated continuation task mode and POA mode are modes aiming at the non-English majors of a big class.

2.2 EFL Writing in Zhejiang Yuexiu University of Foreign Languages

Zhejiang Yuexiu University of Foreign Languages is a regular institution of higher education in Zhejiang Province in China. The average score of students' College Entrance Examination of English is around 105. A weak in grammar and vocabulary leading to a low score in writing is found in the students enrolled in recent three years. Students are encouraged to pass CET 4 in the first semester, CET 6 in the second, and TEM 4 in the beginning of the fourth semester. Under this circumstance, a consolidation in their fundamental English competence in the first semester and an enhancement in the second semester are necessary. For the third and fourth semester, the core of learning lies in the application of language

system was developed in 2017. Since then, 34 studies are found in CNKI (up to 23/7/2020), the biggest and most significant searching engine for scientific research in China, with only 3 of empirical studies, which calls for an urgent need to study it in practical EFL writing course.

competence. Therefore, EFL Writing course as a good way to consolidate and enhance students' English competence is given in the form of small classes of around 30 students in grade one and two, with 2 credits for each semester. The EFL Writing Course in the four semesters includes Elementary Writing, Secondary Writing, Advanced Writing and Academic Writing.

Considering students' low level of English grammar and vocabulary, in the Elementary Writing course, a focus is given to the grammar correction, language accuracy and fluency, and coherence in the sentence level. The textbook chosen is the second edition of English Grammar and Writing. Students are expected to gain a dramatic improvement in language, grammar, punctuality and spelling, thus N+2+1 grammatical revision mode will be carried out in two testing classes, with other 2 classes as comparing classes in the first semester.

After a familiarity of EFL Writing and consolidation of English competence in the first semester's Elementary Writing, students are expected to acquire an improvement in the coherence in whole essay, with a special attention paid to the complexity of language, paragraphing and discourse management of the organization, thus corpus-based mode will be carried out in two testing classes, with other 2 classes as comparing classes in the second semester. The textbook chosen is the second edition of Successful Writing.

Advanced Writing mainly focuses on the different genres of essay in the practical writing, since students in grade three will enter into their special area of English studies of business English, translation, English literature and English teaching. Academic Writing gets students to prepare for an interdisciplinary study, for example after an interdisciplinary study of cross cultural communication, students are asked to write a short paper to tackle the problem of cultural shock. So the research is anticipated to figure out the following questions:

2.2.1 How does the iwrite-based blended teaching influence the students writing? Is the influence outstanding?

2.2.2 How does the iwrite-based blended teaching affect teachers' teaching?

3. METHODOLOGY

Since iwrite-based blended teaching is designed to be carried out in the first grade, before the research, two

groups of classes from the parallel classes will be chosen randomly as the testing group and comparing group. Two classes as the testing group implement the iwrite-based blended teaching modes, and the comparing group carries out the traditional in-class teaching. Data will be elicited from the first year’s CET 4 test, the second year’s CET 6 test and the third year’s TEM 4 test of each group to see

Table 4 attitudes towards the new mode of blended teaching

	Acceptability	Relieving anxiety	Arousing interest	Boosting confidence	Improving writing
Average score	?	?	?	?	?

Table 5 influence on the writing competence

	Language	Content	Organization	Mechanism
Average score	?	?	?	?

Class observation will also be carried out in the two groups to detect the different students in class performance and the teachers teaching in the class. Deep interview will mainly be given to the randomly selected students mainly to the questions to teaching problems and students’ cooperation in the blended teaching classes and traditional teaching classes. Of course, specific corpus will be built for the corpus based blended teaching mode. One is to collect the common mistake in EFL writing in the English majors in Zhejiang Yuexiu University of Foreign Languages and the other is based on the textbooks and “iwrite Chinese Learners Corpus” to collect the model writing essays.

4. RESULT

After four semesters’ experiment, table 6 shows the rising rate of students’ attitudes towards iwrite-based blended teaching from the first semester to the fourth. The table shows students acknowledgement with a significant change of attitudes.

Table 6 attitudes towards the new mode of blended teaching

	Acceptability	Relieving anxiety	Arousing interest	Boosting confidence	Improving writing
Rising rate	50.58%	46.67%	35.1%	36.45%	43.28%

For the detail of its influence on students’ writing ability, table 7 compares the testing group and comparing group in the four important elements of writing and finds the testing group achieves a significant improve in the language, content and mechanism, which is also reflected in the CET4 and CET6 writing score of the two groups. The testing group achieved 25 higher score of the total 106.5 score in the national tests in the writing parts.

Table 7 comparison of writing tests in the fourth semester: average score

Group	Language	Content	Organization	Mechanism
Testing group	19.87	19.46	21	17.39
Comparing group	16.65	15.73	20	15.42

Judging from the above two tables, the influence could be reckoned as significant. From the class observation, students’ reaction time of the same topic of the two groups were quite the same, whereas the testing students showed

how the blended teaching affects the testing group. Data will also be elicited from the iwrite scoring system of the testing group to see their performance change in the whole semester. Questionnaires will be given to the testing students in the following dimension tables to test their attitudes towards the new mode of blended teaching and the influence on their writing competence.

much more organized outlines in the platform of iwrite compared with the handed in hand writing outlines of the comparing groups. A deep interview with two teachers was also coincide with the observation results, namely the testing group with more practice online in the iwrite system showed clearer organization of writing and achieved more coherence and conciseness. However, a deep interview on the students revealed the following question: how to balance teachers’ involvement and the system itself, which calls for further research of the study.

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The Application of Artificial Intelligence in Computer Network Technology in The Era of Big Data

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Abstract: With the popularization of network technology, the era of big data is coming quietly, and it is imperative to realize the combined application of artificial intelligence and computer network technology on this basis. In the current computer network environment, there are greater security risks, so this article aims to explore the application of artificial intelligence in network security technology.

Keywords: Big Data; Artificial Intelligence; Computer Network Technology; Application Approach

1. INTRODUCTION

With the development and progress of science and technology, the Internet has gradually become an indispensable tool in people's daily lives. When people use the Internet, the Internet also records the traces of people's use in the form of data, which ultimately promotes the era of big data. 's arrival As an emerging technology, big data technology has a wide range of applications. This article aims to explore the application of artificial intelligence in computer network technology in the era of big data.

2. THE MEANING AND ADVANTAGES OF ARTIFICIAL INTELLIGENCE

Artificial intelligence, genetic engineering, and nanoscience are collectively called the cutting-edge technology of the 21st century, and represent the pinnacle of human science. The understanding of artificial intelligence can be divided into two parts, "artificial" and "intelligence". On the one hand, computers have the ability to think on their own by imitating human thinking. On the other hand, computers are more capable of thinking than human brains. The intelligence is faster in data processing [1]. Therefore, artificial intelligence is an intelligent process of simulating human thinking and has been widely used in the computer field. Artificial intelligence is not far from our lives. For example, with the emergence of sweeping robots, robots analyze the surrounding environment during operation, and can avoid obstacles when they encounter obstacles. This is a kind of human thinking. use. However, this kind of application is still relatively mechanized, and can only be cleaned by the set procedures, and there is still a lot of room for development in the future.

Compared with traditional technology, artificial intelligence technology has greater advantages. First of all, it has the ability to process unknown information. Traditional information processing technology is affected by established procedures and can only be processed

within the specified range. Once the limit is exceeded, it is difficult to deal with it. Artificial intelligence can perform self-search, find similar situations in the database and take measures, which greatly increases the speed of information processing. Secondly, artificial intelligence has strong coordination ability. In computer network management, the efficiency of manual processing is low, and artificial intelligence can collect and analyze information in a short time, find the root of the problem in the first time, and coordinate and solve it. . In addition, artificial intelligence can also reduce the operating costs of enterprises. The powerful information processing ability of artificial intelligence can replace the original manual procedures in the enterprise, thereby reducing the labor cost of the enterprise. At the same time, the strong learning ability of artificial intelligence can continuously search for valuable information for the enterprise to promote the development of the enterprise grow.

3. THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN COMPUTER NETWORK TECHNOLOGY IN THE ERA OF BIG DATA

Computer network technology is an important guarantee for maintaining the normal operation of the system. In the era of big data, the application of artificial intelligence in computer network technology is mainly to maintain network security. Network security is the most important part of computer network technology, and it plays an important role in maintaining user information security. At present, the application of artificial intelligence in network security is mainly divided into intelligent firewall technology, intrusion detection technology, intelligent anti-spam technology, and production rule expert system. The working principle of the smart firewall is based on the efficient processing mode of network information based on artificial intelligence and big data technology. Through probability calculation and memory recognition functions, it can screen network viruses and bad information to ensure the safety of users' network use[2] . The face recognition technology commonly used in our daily life is a combination of artificial intelligence and biotechnology. Through the analysis of the face structure, a unique data password is formed. Only by identifying the correct face structure can it be realized The unlocking of the mobile phone can greatly increase the security of the user's equipment, and realize the protection of the equipment with a more secure encryption method. In addition to traditional protection attributes, intelligent firewall technology also has counterattack attributes. When the computer detects that there are foreign programs trying to

count, the firewall based on artificial intelligence technology will quickly identify and counterattack, and achieve the purpose of eliminating the virus through virus analysis, thereby maintaining the security of the computer network.

Intrusion detection technology, as its name implies, is to check the computer's intrusion situation. In essence, it uses artificial intelligence and computer network technology to build a firewall. In the process of intercepting malicious programs such as viruses, it also affects existing systems. Vulnerabilities and weaknesses are issued with inspection reports, so as to promptly reflect the security status of the computer to users, urge users to repair vulnerabilities, and promote the improvement of the security of computer firewalls. Take QQ, WeChat and other commonly used software as examples. When performing login verification or password modification, the official will send a verification text message to the secret mobile phone to enter the verification code to ensure that it is my own operation, thereby reducing the risk of account theft .

Intelligent anti-spam technology is a technology that combines artificial intelligence and computer network technology that is often used in daily life. In the process of being in the network environment, some merchants and enterprises will purchase or steal users' personal privacy information in order to realize their own profitability, so as to continuously push advertisements through phone calls, text messages, emails and other forms. And through intelligent anti-spam technology, the system can identify the type of mail and the content of the message itself, and automatically block some spam or promotional information to reduce the trouble of people receiving spam. The production rule expert system is to standardize the coding, enter the database manually, and then classify it by big data technology. These standardized codes can be automatically identified in the face of intrusion from foreign programs, and only programs with consistent codes are allowed to enter. The production rule expert

system is often used in the shielding of new Trojan viruses. In addition to its application in network security technology, artificial intelligence is also used in agent technology. The core of artificial intelligence agent technology is to be able to use the existing knowledge base, learn the preferences of users, screen the security of information, and realize autonomous learning in the process of continuous updating of the knowledge base, thus greatly reducing the time cost of users. Promote the widespread application of network technology.

4.CONCLUSION

In summary, with the continuous development of artificial intelligence technology in the future, the thinking mode of artificial intelligence can be more in line with human thinking. From passive analysis to active self-learning, it will become the development direction of artificial intelligence. At present, in the environment of big data, artificial intelligence is mainly used in network security technology, mainly including intelligent firewall technology, intrusion detection technology, intelligent anti-spam technology, etc., through the combination of the two, promote the development of information encryption technology , Outsiders can intelligently build a solid defense front, resist the aggression of malicious programs, and continuously learn internally to adapt to changes in the new situation. I believe that in the future, artificial intelligence will provide more convenience to our lives.

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Effective Implementation Strategies of Management Accounting Informationization Under Financial Shared Services

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Abstract: Under the background of the rapid development of society, some advanced technologies have been applied to the production work to provide the convenience of the production work. In the continuous development of management accounting, strengthening the information construction of management accounting under the financial sharing service has become the development trend of management accounting work, and it is also the future development direction. This article analyzes and discusses the effective implementation strategy of management accounting informatization under the financial shared service for the reference of relevant personnel.

Keywords: Financial Sharing Service; Management Accounting; Informationization; Effective Strategy

1. INTRODUCTION

The current market economy system is constantly maturing, and the pace of construction of management accounting informatization has been accelerated. Since it is in the initial stage of development, the overall level is not ideal. Therefore, it is necessary to pay more attention to the management accounting work under the financial sharing service after the application of information technology, so as to provide convenience and superiority and important for financial management. Reference.

2. ISSUES CONCERNING THE STATUS QUO OF THE IMPLEMENTATION OF MANAGEMENT ACCOUNTING INFORMATIZATION UNDER THE FINANCIAL SHARED SERVICE

2.1 Analysis from the level of consciousness

According to some researches, it can be known that the enterprise's understanding of the financial shared service center is not deep enough to use the financial shared service center to carry out the work content of accounting processing, accounting and cost management, and at the same time, it cannot give full play to the role and advantages of shared finance. This obviously deviates from the purpose of platform establishment, and ultimately results in low financial management efficiency; and the concept of management accounting information application has not been integrated into the management work, the work content and procedures are relatively cumbersome, and some advanced technologies cannot be applied. Therefore, it has an adverse effect on the information construction of management accounting [1].

2.2 Analysis from the management process

Analyzing the current management process, we can see that financial management pays more attention to the

management in the management process, and tends to ignore the post-management work in budget management, cost management, and financial decision-making; in addition, there is a lack of new technology and management in management. The knowledge of shared services is not applied effectively, the information is fragmented, cannot be applied uniformly, and the knowledge of services is not deep, the work efficiency is low, and it cannot provide important reference and strong guarantee for the management work, so subjective factors have an impact on the management process. It is more direct and serious, and the internal financial management of the enterprise cannot implement its own responsibility mechanism, which makes it difficult to implement the application of information technology, and ultimately affects the progress and quality of the management accounting information construction under the financial sharing service. Therefore, it is necessary to deeply analyze the management. In the process, the subjective awareness of people and the problems of management work, after the essence of the problem can be clarified, it is helpful to the construction and implementation of management accounting informationization under the financial shared service.

2.3 Analysis from management results

According to the analysis of the modern financial shared service form, it can be known that the main task of management accounting informatization is to promote the normal development of financial work and provide an important reference for the company's decision-making behavior and management. However, according to the actual situation of current development, many of the data obtained by the informatization of management accounting are relatively false, and the results are not correct, and the influence of subjective factors is obvious. In the end, the informatization of management accounting cannot play its own role and even increase work costs. This deviates from the management tenet of high quality and high efficiency.

3. MANAGEMENT ACCOUNTING INFORMATIONIZATION AND SCHOOL IMPLEMENTATION STRATEGIES UNDER FINANCIAL SHARED SERVICES

3.1 Ensure the security of accounting information

Under the financial sharing service, implement financial management based on big data information technology, especially for accounting management, such as cost control, performance evaluation, performance evaluation, etc., which need to be closely integrated with information

technology, which can improve work efficiency and quality, and increase the economy for the enterprise Benefit [2].

First of all, companies need to implement targeted information management for users to prevent users from leaking information due to improper operations, and to be able to comprehensively supervise user behavior and operating habits, and promote continuous improvement and optimization of management work;

In addition, it is necessary to be able to use legal tools to impose sanctions on the actions of some illegal elements. And companies need to pay attention to the management of data access rights, implement different definitions for different data, and reasonably divide the data that can be shared publicly and key and confidential data, so as to improve the security and practicality of accounting information;

Finally, companies need to continuously improve accounting software and network systems, find vulnerabilities in a timely manner and apply patch tools to make up for them. When necessary, they need to adjust and analyze vulnerabilities to ensure that vulnerabilities are dealt with, and they also use information technology. The role and advantages of the company have laid a solid foundation for the function of corporate financial management accounting, and also demonstrated the advantages of management accounting. It has played an important role in improving the efficiency and quality of management accounting and the overall informatization of financial work, and Enhanced informatization and convenience, so as to ensure the stable operation of system software and hardware facilities, so as not to affect the normal management of the enterprise.

3.2 Promote the application of cloud technology in financial sharing

The effective application of cloud technology can better improve the work efficiency and quality of terminal equipment, and improve convenience. The application of cloud technology to launch cloud computing activities in the current mobile Internet era is an important way for shared workers. It can not only reduce investment in software and hardware, but also reasonably control production costs and budgets, and can also improve work efficiency and calculation results. Accuracy, in turn, can provide more space for data operations. The most important thing is that the application of cloud technology can promote enterprises to realize data transmission and sharing, thereby reducing data transmission links, and also improving the management efficiency and quality of enterprises, enhancing the stability of financial budgets, and ensuring financial management Work reached a normal level [3].

3.3 Strengthen the application and integration of information technology

The informatization construction of management

accounting under the financial sharing service is the development direction of management accounting work, and it is also an inevitable development law. It is mainly based on the processing of relevant data on the basis of big data technology. Then it is necessary to strengthen the application and integration of information technology, so as to To improve the efficiency of accounting management to a certain extent, to ensure that the data is more scientific, reasonable and accurate. Therefore, in the implementation of accounting information construction, enterprises need to pay more attention to the rational application of information technology, clarify the types of sharing of different types of data, and actively pay attention to users Maintenance and management of the system, and upgrade the system software and hardware as needed to ensure the stability and safety of network facilities and equipment, thereby contributing to the application of information technology;

In addition, it is necessary to use OA software and ERP software to carry out modern office work, so as to meet the specific requirements of the construction of accounting management information and meet the functional requirements.

4.CONCLUSION

In summary, the effective implementation of management accounting informatization under financial shared services is extremely critical and important. It needs the attention and attention of relevant personnel, and it needs to be applied based on the recognition of the current status of management accounting informatization under modern financial shared services. Effective strategies include ensuring the security of accounting information, promoting the application of cloud technology in financial sharing, and strengthening the application and integration of information technology, so as to provide strong support and lay a solid foundation for the information construction of corporate financial sharing service management accounting. It helps to improve the sharing efficiency and quality of management accounting data, and is conducive to the realization of sustainable development goals for management accounting.

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Teaching Reform of Electrical Automation Specialty in Higher Vocational Education Under the Background of Vocational Skills Competition

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Abstract: In the process of education reform, people's concept of higher vocational colleges has gradually changed, and they have been able to correctly recognize the importance of higher vocational colleges in cultivating students' vocational skills. In the process of China's economic restructuring, the trend from manufacturing to creation has become more and more obvious. This requires that in higher vocational education, not only should pay attention to the training of students' professional ability, but also focus on cultivating students' creative ability and career. Spirit. This article aims to explore the current situation and reform measures of the teaching of electrical automation in higher vocational education under the background of vocational skill competition.

Keywords: Vocational Skills Competition; Higher Vocational Education; Electrical Automation Major; Teaching Reform

1. INTRODUCTION

With the development of society and science and technology in our country, it has promoted the demand for talents in the field of electrical automation, and has gradually evolved into a popular major in higher vocational education. In the process of teaching automation majors in higher vocational schools, it is necessary to enable students to master systematic and complete professional knowledge, and at the same time have practical operational capabilities, so that students can meet the society's demand for electrical automation talents. However, in the actual teaching process, the combination of students' theoretical knowledge and practical ability is still limited, which limits future career development. The Vocational Skills Competition is an organized mass competition based on the national vocational skill standards and combined with the actual production and management work, focusing on highlighting operational skills and the ability to solve practical problems. Especially for higher vocational teachers, it is an important channel to improve teaching ability and teaching level. Therefore, it has important practical significance to analyze the teaching reform of higher vocational electrical automation under the background of vocational skill competition.

2. CURRENT TEACHING STATUS OF ELECTRICAL AUTOMATION IN HIGHER VOCATIONAL COLLEGES

In the current teaching process of electrical automation in higher vocational colleges, there are still many problems. The more prominent one is the mismatch between the students' theoretical knowledge and practical ability. In the case of social talent demand, higher vocational colleges have been able to realize that they should not only pay attention to the education of students' professional knowledge, but also improve their comprehensive practical ability. However, in the reflection of the actual situation, the teaching effect is not ideal. It is often that students have a relatively strong grasp of theoretical knowledge, which is also related to their long-term study habits. Students are good at learning theoretical knowledge, but in the process of practice, they lack the ability to apply theoretical knowledge to practice, which makes them professional. In the skill competition, the effect is not good, and it is difficult to adapt to the development needs of the society [1]. Especially after our country began to advocate the spirit of craftsmen in a big country, it is the requirement of practical ability to more and more reflect the spirit of craftsmanship in professional skills.

In addition to student-level problems, colleges and universities also have certain problems in running schools, such as the lack of practice venues and equipment. Higher vocational electrical automation majors themselves require personal practice to further consolidate and master relevant electrical knowledge and cultivate the ability to discover and solve problems in practice. However, due to lack of funds and other reasons, some higher vocational colleges lack teaching equipment. Or there is a big difference between teaching equipment and current equipment, which leads to insufficient adaptability of students in the process of practice. Secondly, in terms of teaching content, some higher vocational colleges and higher vocational teachers still use the previous textbooks, and the teaching content wants to be separated from the times. This is of little significance to students' teaching, but it will hinder students' careers. These are all it is a problem existing in the teaching of electrical automation in higher vocational colleges.

3. UNDER THE BACKGROUND OF '1+X' CREDENTIAL, THE REFORM MEASURES OF AUTOMATION TEACHING OF ELECTRICAL PROFESSIONAL IN HIGHER VOCATIONAL COLLEGES

Through the analysis of the current problems in the

teaching of electrical automation in higher vocational colleges, it is not difficult to find that the most important thing is the insufficient practical ability of the students, and the vocational skill competition can just make up for this shortcoming. Vocational skill competition is a new competition mode established by the state and universities in recent years to improve vocational skills and cultivate practical ability. There is a significant difference between it and traditional knowledge competitions. In other words, vocational skill competitions require both rich players. The theoretical knowledge and the solid practical ability are also higher requirements for professional practitioners in the new era. The educational purpose of higher vocational colleges is to cultivate students' vocational skills, so that after graduation, students can quickly adapt to the society, repay the society, and become a qualified professional practitioner. Under this purpose, higher vocational colleges pay more attention to the importance of students participating in vocational skill competitions. Through the mutual competition between higher vocational colleges, not only can the students' learning motivation and enthusiasm be stimulated, but also a process of self-learning and self-improvement in the process of competition. The consensus of the majority of students [2]. Then, in the context of vocational skills competition, the teaching reform of electrical automation in higher vocational colleges can be carried out from the following aspects:

3.1 Teaching reform based on coalesce vocational skill competition and credential

With the vocational skill competition in full swing, the teaching reform of higher vocational colleges will surely be promoted. The first thing is to build a systematic teaching system and improve teaching content. In traditional electrical and automation professional teaching in higher vocational colleges, theoretical teaching occupies a large proportion in the teaching process, and certain adjustments must be made to make the cultivation of students' practical ability gradually gain the upper hand. This is also in the vocational skills competition. New requirements made. Schools should make full use of existing teaching resources, encourage students to participate in practice under the guidance of teachers, and enhance their understanding and use of electrical automation. Secondly, in the teaching content, higher vocational colleges should update the textbooks in time, increase the latest electrical automation knowledge and content, so that the students' abilities can be in line with the times, so that the talents needed by the society can be cultivated. Develop a cooperative training system between higher vocational colleges. Through exchanges and learning between each other, you can better discover the problems in teaching, and at the same time realize the sharing of resources between schools. The electrical automation equipment is expensive and the college funds are limited. Under limited circumstances, joint teaching can be carried out with other schools according to the situation, so as to ensure that students can get sufficient practical conditions and promote the improvement of students' practical ability. In the choice of teaching mode, it is necessary to break the

traditional cramming-style teaching, encourage students to think proactively, and inspire students' innovative thinking. Under the call of "mass entrepreneurship and innovation", students' innovative ability is also in electrical engineering. The part that cannot be ignored in automation teaching. Higher vocational colleges need to train not only students who can operate, but students who can think, in order to promote the great progress of the entire industry. Colleges and universities should take the vocational skill competition as an opportunity to create their own characteristic teaching mode, take the requirements of vocational competition as the teaching goal, cultivate excellent skill competition talents, and provide continuous driving force for the development of vocational skill competitions, thereby promoting the electrical automation of higher vocational schools. The improvement of professional teaching ability [3].

In addition, higher vocational colleges can also create unique competition projects based on professional skill competitions. Generally speaking, each higher vocational college has its own specialty, and relatively more funds and experience are invested in the specialty. According to the teaching characteristics and actual situation of the school, setting up a vocational skill competition is also important to improve students' vocational skills. means. The vocational skills competitions set up in higher vocational colleges are relatively less difficult to participate in, which can encourage more students to participate, incorporate the results of the competition into the student's performance assessment, and give certain credits after winning the ranking. It can motivate students' learning enthusiasm to a greater extent and improve their participation. At the same time, in the process of the development of the featured competition project, colleges and universities can cooperate with enterprises. Not only can they obtain financial and equipment support from the enterprise, but at the same time, the winner of the competition can give certain advantages in corporate recruitment in the future, so that students and employment The enhancement of the correlation between the higher vocational colleges' graduates' employment rate and the promotion of students' employment efficiency is also a response to the purpose of vocational colleges.

3.2 Speed up the construction of training center

In the current professional competitions of electrical automation in higher vocational colleges, they mainly include the installation and debugging of modern electrical control systems, the installation and debugging of automatic production lines, the design and production of electronic products, and the application of industrial robot technology. In observation, it is not difficult to find that it has the characteristics of going from easy to difficult and from shallow to deep, which is actually an indication of the teaching goal. In the current professional teaching of electrical automation in higher vocational colleges, the problem of poor practical ability of students is presented. The school must build a corresponding training base according to the vocational skill competition project to achieve the effect of improving students' practical ability [4]. In the process of strengthening the construction of the

training base, on the one hand, it is necessary to improve the equipment construction of the training base in the school. According to the requirements of the competition and the actual situation of the students, the latest teaching equipment should be introduced, so that the equipment of the training base can meet the normal requirements. Teaching needs, on the other hand, we must strengthen the environmental construction of the school's training base. In the process of establishing the conventional training base, it does not pay attention to the simulation of the authenticity of the enterprise and the production environment, but only builds on the equipment, so that the students still need a certain amount in the process of competition or when they take up positions in the future. Time to adapt to the environment, resulting in a decrease in work efficiency. For the purpose of improving students' practical ability, higher vocational colleges should pay attention to the creation of a real sense of the environment during the construction of the training base environment, so as to achieve a seamless connection between students and employment. In the process of improving the training base, the cooperation between schools and enterprises is also particularly important. Schools can assign a part of students directly to enterprises for internships. Enterprises can allow students to participate in technological transformation and product development, providing students with sufficient working conditions, which is an effective means to enhance students' professional skills.

3.3 Strengthen the construction of teaching staff

In the context of vocational skill competitions, new requirements have also been put forward for teachers, and it is imperative to strengthen the construction of the teaching staff. Among the teachers in some higher vocational colleges, there are situations where the educational ability and the practical ability do not fit. In the long teaching career, most teachers have already possessed a wealth of educational knowledge and excellent teaching abilities. They can also improve their teaching methods in real time, but they lack important practical skills. They have a wealth of theoretical knowledge, but because they have not participated in social work and practice themselves, they do not pay attention to practical ability in the process of training students. Higher vocational colleges should see this situation in time and strengthen the training of teachers. First of all, we must regularly test and train teachers' professional skills, encourage teachers to participate in various training sessions, and improve their own teaching and professional abilities. Secondly, through school-enterprise cooperation, teachers can also go to companies for internships to exercise their professional abilities. In the process of internship in the enterprise, teachers can understand the latest electric automation technology in detail, see how it participates in enterprise production and operation mode, and provide a basis for their theoretical knowledge, so that the theory can be based on practice, and also for Teaching provides strength, so that teaching content is no longer empty [5].

In addition to strengthening the existing faculty of higher vocational colleges, it is also possible to enrich the faculty

structure by employing external teachers. The electrical automation major itself needs to continuously improve self-abilities in the long process of practice. The technical backbones, experts, craftsmen, etc. in the company have accumulated rich experience in the first-line practice process. Invite them to serve as teachers. Teaching students a wealth of practical experience, creating real learning scenarios for students through specific examples, solving problems when facing problems, and situations that may be encountered in work, etc., are all practical experience that professional teachers can hardly impart to students. Improving students' practical ability is of great benefit.

3.4 Focus on cultivating the professional spirit of students
Professionalism is an important support that motivates students' continuous development and progress, but it is not difficult to find among current students that they lack or even ignore professionalism. In the current composition of students in higher vocational colleges, many are not qualified for undergraduate colleges due to academic performance limitations. Therefore, they retired and chose higher vocational colleges, and they are also following the trend in the choice of majors. In recent years, the development momentum of electrical automation technology has been good. After studying, students find that they are far from their own imaginations, so they have a negative learning situation. In this situation, it is difficult for students to improve their abilities, and we must pay attention to the cultivation of students' professional spirit [6]. As the so-called "doing one line and loving one line", teachers should pay attention to guiding students' love for the major of electrical automation in teaching, learn to discover the joy of professionalism, and cultivate students' yearning for career through exploration in practice. With the advocacy of the "craftsman spirit", today's requirements for professionalism are getting higher and higher. Craftsmen often spend years and decades studying one thing. The focus and persistence in traditional Chinese culture is gained from the craftsmen. It is fully reflected. In the process of China's economic development model reform and industrial transformation, the support of this craftsmanship is needed. Therefore, higher vocational colleges should pay attention to the cultivation of students' professional spirit, in order to enhance students' sense of professional identity, and provide assistance for students' professional development and progress.

4.CONCLUSION

As the requirements for students' vocational skills increase, electrical automation majors in higher vocational colleges must undergo corresponding reforms. In today's higher vocational electrical automation professional teaching, there is still a situation where theory and practice are separated. Then in the process of teaching reform, it is necessary to pay attention to the mutual cooperation between the two to achieve equal emphasis on theory and practice. Based on the background of vocational skills competition, the electrical automation major of higher vocational colleges should adjust their own teaching system according to the requirements of vocational skills competition, regard the competition requirements as the

teaching goal, and accelerate the construction of training centers to focus on training students. Practical ability. In addition, the construction of the faculty of higher vocational colleges should not be neglected. In particular, it is necessary to introduce experienced backbones from enterprises to serve as teachers in schools, imparting rich practical experience to students, and allowing students to understand their professionalism. With the spirit of craftsmanship, under the influence of the predecessors, they constantly motivate themselves and promote the improvement of self-professional skills.

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A Case Study on Online Open Course (Ooc) Construction: Based on Hospitality English Course

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Abstract: Online-Open Course speeds and helps the development in national higher vocational education. How to make a good use of OOC in Modern Apprenticeship Education and improve the course teaching quality? With the practice of Hospitality English Course based on school-enterprise partnership, this essay shows the practice process and great outcomes of the case, trying to make a pattern and set a model for the coming construction in MA OOC teaching to improve the teaching quality.

Key Words: Online Open Course; Case Study; Hospitality English

1. LITERATURE REVIEW

According to Guideline from the Ministry of Education (MOE) on strengthening the application and management of Online Open Courses (OOC) in High School Education^[1], OOC expands the teaching time and space, making teaching more attractive and arouses learners' initiative and autonomy in learning, enlarging access to quality educational resources. In order to speed up the construction of OOC, MOE encourages the wide use of OOC.

Starting with summarizing the history of MOOC's development, Wang Ying^[2] concludes 6 characters of MOOC as organizational mechanism, platform positioning, curriculum organization, curriculum resources, teaching methods and quality certification. Based on the free-open, massive, social and self-organization of OOC, Li Qing^[3] dissects the operation mode and technical characteristics of MOOC, discussing strengths, weaknesses and scope of application to offer a reference for the succeeding OOC construction. With different views of learning theory, Wang Ping^[4] studies and finds that cMOOC based on the connectivism and xMOOC based on the behaviorism. The cMOOC focuses on knowledge construction and creation and puts much emphasis on creation, autonomy and social network learning. The xMOOC is closer to traditional teaching process and concept, focusing on knowledge dissemination and duplication, as well as such learning methods of video, homework and test.

Facing the flourishing development of national OOC, Hao Dan^[5] makes a literature analysis on reviews of domestic MOOC researches at present, exploring relative characters and focus. Based on the learning theories and instruction practices, Wang Yonggu^[6] proposes that MOOC could be classified into three categories as the cMOOC, xMOOC

and tMOOC, expounding that the effective mechanism reveals the correlation between the element of MOOC instruction and its effectiveness. To help decision makers in higher education institutions gain a better understanding of the phenomenon of MOOCs and trends, Yuan Li^[7] collects relatively recent literature reviews and concludes current debates about MOOCs, including sustainable development of MOOCs, instructional pedagogy and quality, evaluation and credit related issues. Above literature references identifies that OOC has been the hot topic in information education and teaching with rich and blooming researches, which offer a practical theoretical basis.

2. THE CONSTRUCTION AND PRACTICE OF OOC OF HOSPITALITY ENGLISH

Hospitality English (HE) is one of basic professional courses of Hotel Management Specialty with the Modern Apprenticeship (MA) talent cultivation model, and takes advantage of information teaching method to settle the conflicts between enterprise work and school teaching. With the convenient teaching platform, OOC of HE offers online teaching (live-lesson, online teaching activity, etc.), quality online course resources (video, audio, text and so on) and extra-class learning resources (for the lifetime education).

2.1 Course contents based on the Specialty Talent Cultivation Target (STCT).

It is explicit in Hotel Management STCT that "talent is expected to be qualified with certain foreign language reception service ability and self-study in forefront of production, construction, service and management, coming into being developing, complex and creative technical". HE combines the social requirement and school orientation, choosing the teaching contents and carrying out the course to meet the above the requirement.



Fig. STCT Decides Course Contents & Platform

2.2 O2O mixed teaching model based on school operation. Modern Apprenticeship(MA) is one of new vocational education model with dual characters of school-enterprise dual system, student/staff benefits from school teaching and enterprise production in dual identities. At the age of big data as 4G or 5G, OOC can be carried out through information teaching platform. Staff on production line

can join the course on line to be a student without delay, and the distance between school and enterprise can be shorten and reduced in this way.

2.3 Rich course recourse based on the advantage of characters of modern education informationalization, especial the vocational education, which requires HE OOC with both contents and recourse to help learner to master the relative knowledge. Beside the teaching PPT, there are a plenty of video, audio and text from enterprise. With the help of web, HE collects and classifies recourses for learner to improve the teaching quality.

2.4 Formative assessment based on the MA

Talent cultivation quality are focused by both school and enterprise in the case of MA, therefore formative assessment is expected to be taken in the consideration of both learning and work performance.

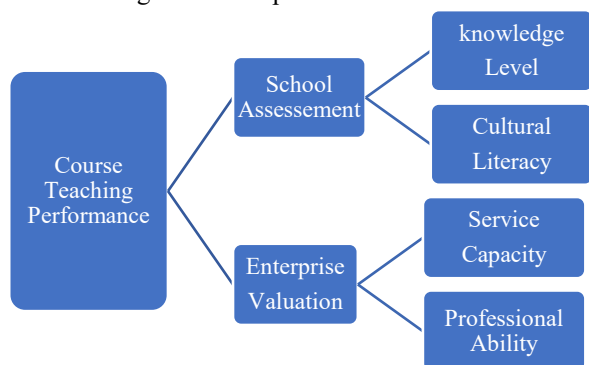


Fig. Course Teaching Performance Based on School Assessment & Enterprise Valuation

3. PRACTICE AND EFFECT OF COURSE CONSTRUCTION

3.1 Practical course gets highly recognized highly by enterprise

Through the construction and practice of HE, it gets highly recognized from cooperated enterprises for the seamless connection of work-post.

3.2 Course content matches up with talent cultivation target well, receiving a commendation from domestic higher colleges.

HE course as OOC from Sept. 2020 on the Chaoxing Teaching Platform has been copied and colonized directly by over 80 domestic colleges to offer course credit for over 600 students.

3.3 Easy applicability makes it popular among student/staff.

Hospitality English course takes the blending model of online and offline, which meets the requirements from learners for individual needs, solves the contradiction between production and learning. With the help of live-broadcasting teaching, HE course can answer learners' question, guide their part-time study and increase their language knowledge and improve their language literacy.

3.4 HE is appraised as National Demonstration Course for its substantial construction.

The former construction of HE came into being a course with rich teaching resource, effective teaching model, practical course content, easy teaching way and wide audience exposure, which successfully attracts national attention to be appraised as a national quality demonstration course.

4. QUESTIONS AND REFLECTIONS

Though it gets achieved in former construction and application of HE, it has been in a state for strengthening and widening in course applicability in MA running for dual identifications as both student and staff. It requires more cooperation and communication between school and enterprise and more researches on online teaching activity and valuation system in coming practice.

5. CONCLUSION

With the characteristics of free and open, large-scale, sociality and self-organization, it is required to consider the effectiveness of HE during construction and implementation, to realize the goal of information-based teaching to speed up modern education and make due contribution to the development of higher vocational education in domestic and overseas.

6. ACKNOWLEDGEMENTS

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A Study on The Cultural Adaptation of International Students in China

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Abstract: Under the background of "One Belt One Road", the cross-cultural adaptation of international students is affected by diversified factors such as individuals, home countries, and study destinations. With the vigorous development of higher education in China, the scale of students coming to China has continued to increase, and students have shown a multi-level, multi-national, and multi-disciplinary development trend. The cross-cultural adaptation of international students has always been the focus of everyone's attention. At this time, only by rationally analyzing the influencing factors and putting forward new requirements and needs based on these factors, then in the subtle process, can the "quantity" be realized. To the "quality" leap, to maintain the two-way nature of cross-cultural adaptation.

Keywords: Coming To China; International Students; Cultural Adaptation

1. INTRODUCTION

With the rapid development of science and technology and transportation, the world is gradually extending towards integration. In the process of extension, it is not only necessary to pursue advanced science, technology and cultural knowledge, but also to provide more international students with opportunities for further studies. On Chinese campuses, we often see some foreign faces, and these are the direct manifestations of policies [1]. In the different living environment and life experience, teachers and students will also have some other problems in the process of getting along. The emergence of these problems will bring more experience to the public. At this time, it is necessary to combine the actual situation to thoroughly explore the cross-cultural adaptation of foreign students in China, base on the reality, make reasonable explorations, and formulate scientific adaptation measures. In view of this, how to promote the cultural adaptability of international students in China, enhance the understanding of China of the people of the world, and how to form an international image of China as a big country?

2. Cultural Adaptation Path For International Students In China

2.1 Teacher adaptation: Chinese teachers' attitudes towards international students

The cultural adaptation of international students in China is actually a process of cultural learning and cultural identification. Only by establishing a strong interactive cultural group can we implement the foundation and achieve the main purpose of adaptation on the basis of adhering to the scientific development concept. Once a university teacher said that he liked the international students in the class. When interacting with them, he could

add a lot of cultural knowledge of other countries, and he would also be exposed to some knowledge points that are not in the textbook. However, some teachers think that it is very inconvenient to go through the procedures for foreign students. In many special circumstances, it is necessary to explain in Chinese. If there are foreign students, they need to stay and explain again [2]. At this time, advanced science, technology and cultural history can attract more international students, and can also shape an excellent team of teachers, further extend the horizons of international students, and enrich their basic knowledge. For our country, bilingual teaching is relatively weak, and there will be certain language restrictions. Many professional teachers themselves will be restricted by technology. There will also be many difficulties when imparting knowledge. These difficulties will occur. Affect the cultural adaptation of international students.

2.2 Student adaptation: Chinese students' attitudes towards international students

A Chinese girl said that she has a French student studying at the same table. She likes to be at the same table with this French student. Not only can she learn some authentic French from him, but she can also understand some special cultural situations. In some writing teaching, a student named a coffee advertisement named "doudou". At this time, these French classmates told everyone that "doudou" in French means sleepy, and in these special cultures, everyone is full of stomachs. laugh. This case can tell you intuitively that making friends with international students can not only achieve a win-win interaction, but also extend your horizons and maintain a good interactive form in the process of cultural interaction, and ultimately achieve the main purpose of communication, for the future Common progress and common development provide a good foundation preparation [3].

2.3 Attitudes of international students towards China

In an investigation, it can be seen that a French student stated that there was a girl who wanted to be friends with me. For French people, in many cases, they are more romantic. At this time, after a classmate heard about this, he asked French students if you don't like to be friends with British people. The international student replied that this is not the case. We have joined the European Union for a long time, and our France and other European Union countries are getting along very harmoniously. However, in terms of cultural cognition, most Chinese people think that the French are romantic, the Germans are rigorous, and the Italians are enthusiastic. The construction of these contents has greatly influenced the local culture. The comprehensive manifestation further eliminates cultural communication barriers and minimizes the appearance of

behaviors that are not conducive to other people. Only in this way can the situation of friendly communication be achieved in the long-term interaction.

2.4 Pressure and obstacles encountered by international students

In the analysis, a Congolese student said that he thinks Americans are very cold. When I was studying abroad there, I used to take the bus for shopping. When I went there, I was very sad. The people standing next to me were far away. No one even wanted to sit in the seat beside me. Stand by yourself. In practice, many African students will be contacted, but many people are unwilling to get along with them on an equal footing. Although there is a certain understanding of their culture in TV or movies, they will have a certain sense of superiority. Such a way of communication is not advisable [4].

2.5 Enlightenment

In order to further eliminate the cross-cultural adaptation problems of international students, it is necessary to establish a reasonable management system based on actual conditions. First of all, differential management and convergence management are needed to jointly serve the work of international students. For example, the "Walking into Chinese Family" event will be held so that more international students can learn about Chinese culture in a real Chinese environment, improve their adaptability to life, and maintain a strict management system. Secondly, it is necessary to make full use of the social support network of international students to provide feedback and suggestions on China's education system, curriculum, teaching management, etc., to let the school know where there are difficulties for international students, integrate cultural resources, use various resources, and make students adapt as soon as possible Study and life in China. Finally, cross-cultural support for international students needs to be strengthened. At different stages, it is necessary to increase the different levels of training for international students, and increase social support and the construction of auxiliary teaching. Chinese teachers and those engaged in the service and management of

international students also need to uphold the main ideas of the scientific development concept, increase the intensity of training, maintain their own words and deeds, improve communication skills and service ideas, and maximize the adaptation of international students to life in China.

3. CONCLUSION

With the progress of society, the cross-cultural adaptation of international students in China requires the integration of local regional conditions and cultural characteristics. Set up a regional cultural environment with content with regional cultural characteristics as a background. With international characteristics, it has formed a "cross-cultural environment". Following the laws of survival and development, and satisfying the miracle of the construction of the "community of mankind", the overseas students will have a deeper understanding of Chinese society and culture, enrich the connotation, reduce conflicts, and improve adaptability.

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Analysis On the Countermeasures of Campus Culture Communication Under the Background of Media Convergence

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Abstract: Under the background of media convergence, it provides a good carrier and external environment for the construction and dissemination of campus culture. In the current stage of campus culture dissemination, how to make full use of the advantages of the concept, content, form and other aspects brought by media integration to improve the influence of campus culture is a problem that needs to be solved urgently. Based on this, this article explains the influence of media integration on campus culture communication, and discusses specific countermeasures for campus culture communication under the background of media integration.

Keywords: Media Integration; Campus Culture; Communication

1. INTRODUCTION

The campus culture covers the material culture, spiritual culture and institutional culture of the campus, focusing on showing the individual thinking mode and values of teachers and students [1]. For school teaching and educating people, campus culture plays an indispensable role and also reflects the school's core competitiveness. In the context of media integration, in order to adapt to the trend of the times, various communication methods must be effectively used in the process of campus culture construction to enhance the inspiring effect of campus culture and promote the sound development of campus culture.

2. THE INFLUENCE OF MEDIA INTEGRATION ON CAMPUS CULTURE COMMUNICATION

The renewal and progress of network information technology has led to the continuous increase of new media communication forms, also expanded the campus culture communication space, improved communication efficiency, and effectively promoted the construction and development of campus culture. Media integration provides a good opportunity for campus cultural communication, but there are also corresponding challenges. Due to the complexity and diversity of media integration, the ability of school administrators to control the media is higher. Under the background of media integration, the discourse power of campus culture construction is severely threatened, and the role of campus culture is constantly weakening. Therefore, the construction of campus culture needs to change traditional concepts and forms, and constantly innovate cultural communication methods. Based on the development situation of media integration, despite the rapid development of new media, traditional media will not

disappear in a short period of time, and the two will maintain a state of common development in the future. The construction of campus culture is inseparable from campus culture, and the role of campus culture cannot be brought into play without cultural dissemination. Communication platform is the basic form of campus cultural communication, and integration and development is an inevitable trend. The integration of media promotes the transformation of the form of campus cultural communication, and also promotes the change of cultural communication concepts and mechanisms.

3. SPECIFIC COUNTERMEASURES FOR CAMPUS CULTURE DISSEMINATION UNDER THE BACKGROUND OF MEDIA INTEGRATION

3.1 Follow the trend of media integration and innovate the concept of campus culture communication

Media convergence is the result of traditional media seeking breakthroughs and the inherent development requirements of new media [2]. Under the background of media integration, school administrators need to have good Internet thinking in the construction of campus culture, accurately control the laws and characteristics of cultural communication in the era of media integration, constantly explore new forms of cultural communication and broadcasting, collect and sort out the existing superior resources of the school, and improve Manage organizational structure, change traditional management concepts, innovate evaluation methods, and gradually form a discourse system that teachers and students are willing to accept and adapt to the background of media integration, so as to achieve a good integration of cultural communication and school work. First of all, managers need to follow the current educational reform trend, and always adhere to the goal of cultivating people in the process of school development, and establish a school value concept system based on this, not only digging into the spirit of education, value pursuit, teaching philosophy, etc. At the same time, understand the individual thinking, unique needs and behavior characteristics of current teachers and students, constantly change traditional concepts, establish a discourse system in line with the background of media integration, and achieve a good integration of campus culture and popular culture. In the process of campus culture dissemination, it should conform to students' expression habits, so that campus culture becomes the common value pursuit of teachers and students. Secondly, media integration not only realizes the combination of traditional media and new media, but also realizes the integration of various media carriers. The

school should effectively integrate resources, continuously improve the influence and dissemination of campus culture, collect resources from multiple aspects, concentrate on processing and production, and use various channels to disseminate, and gradually form a systematic and complete technical platform to open up the communication between the media. Barriers, focus on the campus media function. Finally, the campus evaluation system provides direction for the construction of campus culture. Managers need to pay attention to the structure and optimization of the evaluation system, actively introduce various evaluation indicators such as the number of transmissions and activity, and conduct an overall evaluation of the spread of various platforms. Regularly evaluate various communication platforms, deal with the platforms that have low communication efficiency and disseminate inappropriate works in a timely manner, and disseminate high-quality campus culture for teachers and students.

3.2 Give full play to the advantages of media integration and strengthen the carrier of campus culture dissemination
Media integration is the current cultural communication trend. Under the background of media integration, the construction of campus cultural communication carriers needs to follow the principle of integration, and the classroom teaching, practical activities, etc. must be well integrated with department media to build a cultural communication system [3]. Representative new media, such as Weibo and WeChat, are widely used by student groups due to their advantages in rapid dissemination, real-time interaction, and rich content. However, traditional media such as school newspapers and campus networks have gradually declined due to disadvantages such as slow update, poor interaction, and single content. However, it does not mean that traditional media on campus has lost room for development. Under the background of media convergence, new elements and new technologies need to be actively introduced to achieve integration with new media. The establishment of electronic reading bars, self-borrowing and other communication equipment enables them to learn and live in various ways. Incorporate campus culture into the scene. With the sound development of mobile Internet technology, teaching methods such as MOOCs and flipped classrooms have been widely developed, using mobile terminal equipment to extend classroom teaching outside the classroom, and teaching time and space continue to expand. But at the same time, faced with a large number of teaching resources, it is easy to cause students to become lost. Under the background of media integration, classroom teaching should effectively combine media communication and teaching content, sort out the knowledge of students, realize the integration of classroom teaching and media through online classrooms and other forms, strengthen classroom teaching, open up extracurricular teaching, and make the formation of both

inside and outside classes close. Contact, integration of online and offline teaching.

3.3 Strengthen the interactive communication of campus culture and create a good atmosphere of public opinion

In the context of media integration, the process of campus culture dissemination needs to pay attention to the understanding and acceptance of campus culture by teachers and students. The typical feature of the converged media era is interactivity, and each communication platform needs to reflect good interactivity to provide users and audience groups with evaluation space and feedback channels. At this stage, platforms such as WeChat, Douyin, and Weibo, which are widely used, all have comprehensive user feedback channels. Schools need to actively use such feedback channels to guide corresponding public opinion, and use methods such as campus event likes and forwards, campus hot reviews, etc., to enhance the communication power of campus culture, increase the appeal of campus culture communication, and enable more students to actively participate in campus culture. Construction, and gradually form a common value pursuit. Opinion leaders can greatly influence the attitude of the majority of people in the team. In the process of campus culture dissemination, individuals who have a certain influence in the student group, such as club leaders, campus V, etc., can join the campus culture dissemination team, give full play to the guiding role, and actively disseminate and comment on campus activities and campus Hot events to increase the degree of attention and participation of the student community in the dissemination of campus culture.

4. CONCLUSION

In summary, the era of media convergence not only effectively integrates traditional media and new media, but also uses new technologies to achieve good integration of elements with communication functions such as classrooms and activities. In the process of campus culture construction, school administrators, educators and students need to correctly understand the development trend of the times, boldly innovate, continuously optimize, and promote the spread of campus culture.

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Probe Into the Role of Teaching Secretary in The Educational Management of Colleges and Universities

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Abstract: Educational management in colleges and universities has always been the focus of the work of colleges and universities. In the process of continuous development of society, the characteristics of college students are also changing. The original educational management model can no longer adapt to the development of the new era, and the teaching management of colleges and universities must be changed. As an important part of the educational work of colleges and universities, teaching secretaries play a vital role in the education management of colleges and universities. By analyzing the duties and roles of teaching secretaries in teaching management, it can help teaching secretaries to correctly recognize the nature of the work. Increase the professional identity of teaching secretaries, so that they can participate in teaching management from the heart, and constantly improve themselves in order to improve the quality of college education management.

Keywords: Teaching Secretary; University Education Management Work; Role

1. INTRODUCTION

Teaching secretaries refer to secretaries who assist leaders in teaching management and secretarial work in colleges and universities and other types of schools. Their main duties are to assist leaders in teaching planning, organization, command, coordination, control, and supervision. With the development of modern education, the role of teaching secretaries in teaching management in colleges and universities has become increasingly prominent. Through the handling of other things, teachers' teaching burdens can be reduced, thereby promoting the improvement of teaching quality, and at the same time acting as a bridge between teachers and students. It can not only help teachers convey instructions, but also feedback students' opinions to teachers in a timely manner, which has become an indispensable help in the daily management of colleges and universities.

2. THE ABILITY REQUIREMENTS OF TEACHING SECRETARIES IN COLLEGE EDUCATION MANAGEMENT

2.1 Expression ability

As a participant of teaching management in colleges and universities, teaching secretaries must have good expression skills in order to convey information better and more accurately. Expression ability includes both written expression ability and oral expression ability [1]. The ability of written expression mainly lies in the accuracy of the instructions to the leader. General documents have

standard format specifications. This is a skill that teaching secretaries must master. At the same time, they must also have the corresponding cultural knowledge ability. The instructions are communicated accurately. The ability of oral expression is reflected in the communication in the process of teaching management. Traditional teaching secretaries do not pay enough attention to language expression. They often use dialects to communicate with students and teachers, which will cause certain communication barriers and block the atmosphere of the Mandarin campus. Therefore, the teaching secretary must develop the habit of expressing in Putonghua, and on this basis, strengthen his own language expression ability.

2.2 Ability to assist decision-making

Assistant decision-making ability is an important ability that teaching secretaries must possess. In the normal work process, cultivate more thinking. The habit of learning more promotes their own knowledge storage, so that in the process of decision-making by the leader, scientific opinions are put forward to promote the correct implementation of decision-making. Secondly, we must provide an objective basis for the leaders' decision-making based on their own knowledge, so that the feasibility of the decision-making is clear at a glance, so as to promote the implementation and promotion of the decision-making.

2.3 Management and coordination ability

The focus of the teaching secretary's work is the management of teaching matters. Generally speaking, the management work of colleges and universities is complicated, and the scope of coverage also involves all aspects of college management. This requires teaching secretaries to have strong management and coordination capabilities, distinguish the priorities of matters, and carry out teaching management in an orderly manner. At the same time, it is necessary to enhance self-service awareness, actively solve problems for students, uphold the principle of fairness and justice in the settlement of teaching matters, and realize the development of teaching management.

3. THE ROLE OF TEACHING SECRETARY IN THE EDUCATIONAL MANAGEMENT OF COLLEGES AND UNIVERSITIES

In the current work of teaching secretaries in colleges and universities, some teaching secretaries are slack in the process of teaching management, and they are unclear about their job responsibilities, and cannot correctly view their important role in teaching management. They simply boil down to school trivialities. The handling of things has seriously affected the improvement of the quality of

teaching management. Judging from the requirements for the work skills of teaching secretaries, the role of teaching secretaries in the education management of colleges and universities can be seen. In general, it can be divided into the following points:

3.1 Auxiliary teaching

When the position of teaching secretary was initially established, it was to assist the development of teaching work in colleges and universities. Therefore, the important role of teaching secretary is to assist teaching. This auxiliary role can be reflected in two points. One is in the formulation of teaching management plans, but in daily teaching management. As a participant in teaching management, the teaching secretary must also participate in the process of formulating the teaching management plan, combining the opinions of the teaching secretary and the leader, etc., to formulate a scientific teaching management plan, and the teaching secretary must strictly follow the formulation of the plan, To provide students with better teaching management services. Secondly, in the daily teaching management process, the teaching secretary must maintain the teaching order, observe the effectiveness of the teaching plan, listen to the opinions of the students, so as to convey the feedback to the leadership in a timely manner, and promote the adjustment of the teaching management plan. The improvement of the teaching management level of colleges and universities will realize the improvement of the teaching effect of students.

3.2 Promote modern teaching management in universities

The realization of modern teaching in colleges and universities is the development requirement of the times and the only way for college reforms. As the direct actor of teaching management in colleges and universities, teaching secretaries must first establish a modern teaching management concept and break the traditional misconception that students are supervised in teaching. In modern teaching management, students are also participants in teaching management, allowing students to reflect their own ideas on teaching management, and the teaching secretary will feed back their ideas to teachers and leaders to promote the progress of teaching management. Secondly, in the process of technological progress, teaching management methods have begun to modernize, and various network technologies have begun to be applied to teaching management [2]. The teaching secretary should actively learn, master the latest modern management technology, promote the establishment of an online teaching management platform in universities, encourage students to express their opinions on the

platform, and the teaching secretary should reply in time to solve students' doubts and improve The efficiency of teaching management. This online communication method can also bring closer the relationship between teaching secretaries and students, facilitate listening to students' real ideas, and promote modern teaching management in colleges and universities.

3.3 File management

The file management of student materials and educational administration materials is one of the important contents of teaching secretarial work, and it is the best embodiment of teaching secretarial management ability. In the student files of colleges and universities, there are not only a large number but also differences in the specific situations of the students. The teaching secretary can quickly realize the search of the student files through his own professional ability, which is convenient for the teacher's student management. At the same time, in the file classification, standard classification procedures and rules are formed, so that the students' files are arranged in an orderly manner. Especially with the help of the advancement of modern science, student files have begun to become electronic. The student files are entered into the information system to facilitate the subsequent file management. It is also an important role of the teaching secretary.

4.CONCLUSION

In summary, the teaching secretaries of colleges and universities must first clarify their own functions and improve management skills in order to achieve the improvement of college management. In this article, I mainly analyze the skills that teaching secretaries should possess in their work and their roles in teaching management in colleges and universities, so as to highlight the importance of teaching secretaries. In the process of participating in teaching management, teaching secretaries must constantly improve their knowledge and skills, so that they can respond to various situations at any time and achieve continuous improvement in the efficiency of college education management.

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Accelerate The Transition from Technology Management to Innovation Governance

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Abstract: With the continuous development and progress of society, our country pays more and more attention to social management as to content. Social management is of great significance to the harmony and stability of the society. In the process of modern social management in the current society, the traditional technology management model can no longer meet the needs of modern development and needs to be reformed. Therefore, it is necessary to shift from technology management to innovation governance. Therefore, how to strengthen innovation management, and at the same time, what kind of program measures to choose has always been a problem that needs urgent attention nowadays. In view of this, the author of this article will discuss the reasons and effects of the transition from technology management to innovation management and the plan for accelerating the transition from technology management to innovation governance. It is recommended that these two aspects be elaborated in detail.

Keywords: Science And Technology Management; Innovation Governance; Social Management

1. INTRODUCTION

With the development and progress of society, innovation management plays an important role in the development of society. Innovation management can not only promote social and economic development, but also promote the development of science and technology in my country. In order to achieve the harmonious development of my country's economy, science and technology, humanities and other aspects, the Chinese government is also actively adopting various measures to better conduct social management. The transformation from traditional technology management to the current innovation management can enable all aspects of society and industries to be implemented, so that society can develop in a better direction. Next, this article will specifically elaborate on accelerating the transition from technology management to innovation governance.

2. REASONS AND EFFECTS OF THE TRANSITION FROM TECHNOLOGY MANAGEMENT TO INNOVATION MANAGEMENT

Innovation is an important way to drive social development. In the past, social management mainly took the form of technology management. However, science and technology management can no longer meet the needs of social development at this stage, and science and technology management mainly adopts two aspects of centralized management and planned configuration for management. This type of management has fallen out of date, so the important driving force for social development

is to adopt an innovation-driven development approach to management. Due to the restriction of departmental functions, science and technology management cannot combine the production activities of economic industries with high-efficiency science and technology, which restricts the development of society [1]. The innovation governance can integrate industrial trade, intellectual property, finance, taxation, financial insurance and other aspects, which is an important content for realizing innovation-driven development.

Science and technology management mainly focuses on a top-down management system, but for the government, how to meet the needs of the industry through a leading method is not highly valued, and the ability in the process of matching market resources is insufficient. Science and technology management mainly focuses on the implementation of projects, lacks emphasis on talents, and lacks interaction and communication with managers and grassroots workers. However, in this process, the interaction and communication between managers and grassroots workers is very important, and it also ignores what the basic needs of scientific researchers are in the process of conducting research, so that researchers often do research innovations. It is relatively passive, which will cause researchers to lose enthusiasm, which will also affect the products created [2].

3. PROPOSALS FOR ACCELERATING THE TRANSFORMATION FROM TECHNOLOGY MANAGEMENT TO INNOVATION GOVERNANCE

To realize the transformation from technology management to innovation governance, we must start from multiple aspects. Next, the author of this article will conduct an analysis from the aspects of constructing a reasonable innovation governance system and strengthening the government's support and guiding role.

3.1 Build a reasonable innovation governance system

At present, the main problem of my country's science and technology management department is that it is not concentrated when working, and cannot be managed as a whole, and the related system is not perfect. Therefore, it will be more difficult to implement the innovation-driven development strategy. In view of this article, the author suggests that a management committee must be established, and the departments that have management committees must be innovated and improved, and the management and cooperation of scientific and technological innovation activities must be carried out across the country. At the same time, the science and technology department in charge of the National Innovation Commission should also put innovation at the top of its work and implement supervision projects. Not

only that, but also actively cultivate innovative talents to contribute to the development of society. And in this process, it is necessary to actively encourage the development of cutting-edge technology industries in the society, and at the same time increase support for grassroots buildings, so that the distribution of social resources becomes more optimized [3].

3.2 Strengthen the support and guiding role of the government

In order for a region to innovate and develop, it is inseparable from the support of the government. The government is not only the planner of the system, but also the maintainer of the innovative environment. The government plays a vital role in the process of social management, and this role cannot be replaced by any corporate sector. The achievements of regional innovation and development are also closely related to the participation of the government. To realize the change from technology management to innovation management, the role of the government must be placed at the core. The government has had a huge impact on the external environment, factors and various aspects of the region. The government plays a guiding role in the process of innovation management.

3.3 Enhancing the governance capabilities of innovation entities

The important concept of innovation governance is democratic consultation and innovation governance. If you want to achieve better innovation governance, you must start from the fundamentals. Know the main direction of the government, universities, and research institutes so that they can give full play to their functions. At the same time, the government needs to conduct governance and transformation in terms of management model, concept, route, etc., and make overall plans to promote social development. Through the reform of innovation management, social development can gradually move towards a better direction, which is also inseparable from the improvement of innovation strategies and the evaluation of effectiveness. Only the concerted efforts of all parties can achieve the best results. At the same time, the company must change the concept of traditional supporting roles in the development process, and gradually change to the protagonist. Integrating resources, optimizing the environment, and enhancing one's knowledge learning ability and knowledge innovation ability can develop better [4].

3.4 Promote the diversification of governance entities

The government plays an irreplaceable role in the development of the market economy. If you want to better transform the management of science and technology to the direction of innovation governance, you must first establish a special industry association. Service capacity

is an important factor among them, so it is very important to improve the service capacity of the industry. At the same time, it is necessary to plan the development direction of the industry reasonably so that we can work together towards a goal. Finally, we must develop different types of scientific and technological intermediate organizations, so that the credibility of the society can be improved, and at the same time, the professional level will be enhanced, and it will bring more intimate services to scientific and technological research.

4. CONCLUSION

To sum up, the development of society has caused our country to change its governance methods in the process of social management, and gradually transform from technology management to innovation governance. At the same time, the transformation of technology management to innovation governance is also an inevitable trend of social and economic development. The government must change the traditional management concept to improve its governance capabilities. To change from science and technology management to innovation governance, it is necessary to give play to the role of the government and coordinate the development of internal and external governance bodies. The best results can be achieved by perfecting my country's innovation governance system. Through the coordination and guarantee of the government, combined with the industrial management system with innovation as the main body, a new situation of joint development of enterprises, universities, scientific research organizations and other fields can be better formed [5].

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On The Special Physical Quality Training of College Volleyball Elective Students

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Abstract: Modern education pays more and more attention to the improvement of students' overall quality. After entering the University, students' interests and hobbies become more extensive. In order to meet the growth of students' personality and improve students' physical quality. Volleyball can be taken as an elective course in the university stage. Volleyball is a subject with equal emphasis on professional technology and strategy. In addition to strengthening their physical quality, students who take broken volleyball as an elective major also need to master the methods of turning to physical quality training. From the perspective of analyzing the special physical quality training of college volleyball elective students, this paper aims to provide support for volleyball physical quality training.

Key words: College volleyball; Elective students; Physical fitness training

1. INTRODUCTION

Setting up Volleyball Elective Courses in the university stage can broaden students' interests and meet the needs of students' personality development. College volleyball elective courses should not only pay attention to the training of students' physical quality, but also improve students' personal volleyball technology and tactical training level. Professional training is of great help to students' volleyball skills in the future. Improving students' physical quality is to help students better adapt to volleyball professional training, help students master volleyball skills faster, and let students better master volleyball. Teachers need to grasp the proportion between physical fitness training and volleyball professional training. Training students' tactics and skills can improve students' Volleyball professional level as a whole.

2. CONNOTATION OF VOLLEYBALL SPECIAL PHYSICAL QUALITY

Students who choose volleyball as an elective course first need to improve their physical quality. The improvement of physical quality is roughly divided into speed, strength, endurance, sensitivity and flexibility. Through these aspects of training can effectively enhance students' physical quality. For the students of volleyball elective courses, only taking the lead in physical training can they better master the tactics of volleyball training. It can be seen that physical quality is not only the basis of volleyball training, but also the premise of improving personal volleyball quality.

3. ANALYSIS OF VOLLEYBALL ELECTIVE STUDENTS

After entering the University, students begin to have more time at their disposal. Students in their freshman and

sophomore years are in their youth. Students at this stage are an important period of personal physical quality development and maturity. Therefore, strengthening the training of students' physical quality is the premise of practicing volleyball. Different from children and young students, the physical function of young students has developed and matured. It is precisely because of their physical quality that young students can adapt to various intensity physical training. Trainers do not need to worry that some high-intensity training will hinder students' growth and development. Teenagers' minds have also developed and matured, their cognition of volleyball will be more comprehensive, and young people will have a higher degree of pursuit and recognition of things they like. Students who choose volleyball courses are interested in them and hope to improve their volleyball technical and tactical literacy through special training, and the premise of all this is to improve students' physical quality.

4. RESEARCH ON THE TRAINING METHODS OF SPECIAL PHYSICAL QUALITY OF VOLLEYBALL ELECTIVE STUDENTS

4.1 Strength quality training methods

College Students' physical strength training can be divided into two ways. One is to improve students' speed and strength through the contraction of students' body muscles. Speed strength is the basis of the whole body strength. For students who take volleyball as an elective course, they can improve their muscle strength and contraction speed through the training of wall striking volleyball or the rotation training in gymnastics. In this way, they can achieve the purpose of training individual speed strength. Arm strength can be practiced by pulling up, continuously lifting barbells with one hand, binding sandbags or running with lead, practicing shot put, etc.

Leg strength training can achieve the goal of enhancing leg strength by abdominal jumping, running with sandbags or lead blocks, and frog jumping back and forth in the basketball court.

Waist and abdomen strength can be practiced by means of sit ups and flat plate support. When training waist and abdomen strength, it needs to be trained back and forth in groups, so as to achieve the goal of training waist and abdomen strength.

4.2 Speed quality training method

As a competitive practice, volleyball requires athletes to have a certain speed and move to the hitting point and falling point in a short time. After years of development, China's volleyball has formed a unique training system. In the training of China's volleyball system, speed has always been the top priority to break through the enemy's defense line. The meaning of speed is very broad. In addition to

the moving speed in our conventional cognition, there are action speed and reaction speed. These speed types are the key items of volleyball training.

Reaction speed training. Usually, the volleyball trainer will first prepare the players at the bottom line on one side of the field, and then the trainer will roll the ball from one side of the players to the other, and let the players run to see who can get the ball first.

Movement speed training. Moving speed training can choose to throw the ball up, and then let the players use the sliding shovel to catch the ball back and forth. At the same time, athletes can also use cross step to practice in front of the net, which can also improve the speed of athletes. You can also practice in groups to let the team members take confrontation training and catch the ball. After receiving and spiking, the athletes will practice the cross step movement in front of the net, which will effectively improve the athletes' personal speed.

4.3 Endurance quality training methods

Endurance is not only the quality that volleyball players should have, but also an important influencing factor in the competition. If athletes do not have sufficient physical fitness, they will not be able to see through and win the final competition. Usually elective students take method endurance, and they don't support their physical strength halfway through the competition. In the face of this situation, students can practice continuous spiking and catching the ball. If a group of 12 students can't pass, they need to do push ups or other actions as punishment.

4.4 Sensitive quality training methods

Volleyball is a competitive sport that pays attention to tactics. In the competition field, athletes often need to make fake movements quickly in order to confuse their opponents. The premise of fake action is that volleyball players must have certain sensitivity. The rhythm of the game is very fast. Athletes need to constantly strengthen their sensitivity training in order to make fake moves according to tactical arrangements to confuse their opponents. The coach serves in different positions and

asks the players to spike five times in a row for three groups, or adopt the method of changing direction defense practice. The players receive the ball back and forth in groups of two.

4.5 Flexibility training method

Volleyball players often have to make different movements on the competition field, some of which have a large range, so athletes need to have a certain degree of coordination and physical flexibility. In order to reduce the load of movement and avoid accidents, athletes need to practice flexibility, press shoulder head and shoulder in front of body.

5. CONCLUSION

In general, college students who take volleyball as an elective course need to improve their physical quality, such as strength, speed and flexibility. Only with these hard conditions can they meet the requirements of tactical training.

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Skill Competition Leads the Reform of Teaching Mode of Accounting Specialty in Higher Vocational Colleges

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Abstract: With the development of society, people put forward higher and higher requirements for talent training mode. Traditional classroom teaching can no longer meet the needs of the current era. Skill competition occupies an important position in higher vocational colleges. By analyzing the process of projects that have been carried out and will be carried out, this paper finds some problems and discusses the Countermeasures in combination with the actual situation; Hope to provide some help and reference for more colleges and universities to participate in vocational education reform in the future; At the same time, it is also expected to further deepen our society's understanding of talent training mode, so as to make it better serve the society and benefit mankind.

Key Words: Skill Competition; Higher Vocational Accounting; Teaching Mode Reform

1. INTRODUCTION

In recent years, China's higher education reform has been continuously promoted, and higher vocational education has gradually paid attention to the importance of practicality in teaching. In the past, college finance formed a relatively complete system in the long-term development. At present, due to the continuous development of society, the related work of higher vocational accounting teaching is forced to face transformation. The employment oriented modern accounting major in Higher Vocational Colleges pays more attention to the cultivation of students' professional skills. Therefore, through the development of skill competition, we can innovate and optimize on the basis of traditional professional teaching, further improve students' professional skills and competitive consciousness, so as to promote the sound and rapid development of Accounting Teaching in higher vocational colleges.

2. RESEARCH VALUE OF PROFESSIONAL SKILL COMPETITION

2.1 It provides a platform for competition and communication

On the one hand, the introduction of professional skill competition in vocational education provides a platform for mutual communication for vocational education. On the other hand, various vocational colleges can show their own teaching achievements. At the same time, they can also find the deficiencies in teaching through professional competition and improve them in time.

2.2 Improve teachers' teaching ability and school teaching quality

The standard of professional skills competition is very high, while the traditional vocational education pays too much attention to the cultivation of students' theoretical ability and ignores the improvement of students' practical ability. The emergence of professional skills competition can increase the attention of teachers and schools to practical teaching. Professional skill competition not only promotes practical teaching, but also promotes the development of professional skill competition.

2.3 Promoting school enterprise cooperation and mutual benefit and win-win results

In the teaching process of professional skill competition in vocational colleges, the school in order to improve the efficiency of practical teaching. Cooperative enterprises are often invited to formulate the content and scheme of the competition. At the same time, it will also let students guide students' practical learning through real workplace simulation. The competition items should be consistent with the actual development of the enterprise. Students increase their professional skills through correct learning methods and attitudes. At the same time, the development of professional competitions is also conducive to the school to provide excellent talents for enterprises.

2.4 Improve students' comprehensive ability

In terms of traditional vocational education, the teaching atmosphere and environment of vocational colleges are difficult to stimulate students' learning enthusiasm. Teachers can not only create a good learning environment for students through the training of professional skills competition, but also stimulate students' learning autonomy. In addition, it can also enable students to feel the atmosphere of the workplace in advance, and enable students to strictly demand themselves according to the post standards and adapt themselves to the workplace in advance. And it is also conducive to students to find their own shortcomings in time.

3. REFORM AND INNOVATION IDEAS OF ACCOUNTING PROFESSIONAL SKILL COMPETITION

The development of professional skills competition shall be formulated according to the needs of social development and enterprise development, and the development direction of the industry shall be found in time through the investigation of the target market in advance. At the same time, relevant enterprises and students should be investigated by means of questionnaire and survey interview. Through the sorting and analysis of the data of the survey of the target group, people in the industry are invited to negotiate the way of professional

skill competition with schools and enterprises according to the survey results, and arrange professional employees of enterprises to carry out professional training for students according to the given competition content.

During vocational skill training, the training plan shall be formulated according to the content of the competition. The school improves students' attention to professional skills competition through school publicity and expert lectures, so as to increase the influence of professional skills competition on campus. In addition, the school and enterprises communicate with each other to promote the improvement of students' ability.

4. SOLVE THE KEY PROBLEMS IN THE PROCESS OF REFORM AND INNOVATION

4.1 Stimulate students' enthusiasm and initiative

In order to stimulate students' enthusiasm and initiative to participate in professional skills competition, teachers should take participating in professional skills competition as an additional condition for graduation, and set up some reward and punishment measures at the same time. Students who actively participate in professional skills training and are qualified to participate in the competition will be given certain material rewards and support, and students who have achieved excellent results in the professional skills competition and performed well in the competition will be recommended for employment.

4.2 Cultivate students' comprehensive ability

The development of professional skill competition is of great significance to cultivate students' comprehensive ability. The improvement of students' professional ability has a great relationship with their own educational environment. In order to effectively improve students' professional ability, teachers can improve the results of practical teaching by holding professional skill competitions. Professional skills competition has the characteristics of strong professionalism, pertinence and high practicability. With the help of this competition, teachers' teaching achievements can be tested, and excellent talents can be selected for the country and society.

4.3 Formulate the teaching plan of course certificate accommodation

In the process of accounting teaching in higher vocational colleges, teachers need to set up the contents and objectives of the competition, incorporate these plans into the general plan of accounting teaching, adhere to the teaching concept of combining practice and theory, and combine the contents of accounting competition with post skill appraisal. This process can promote the improvement of students' professional skill level, At the same time, it can also achieve the teaching goal of integrating class and certificate.

4.4 Building a double qualified teacher team

Higher vocational accounting vocational skill competition

tests not only the students' professional level, but also the school's teaching level. Teachers working in the accounting profession not only need to have higher academic degrees, but also need teachers to have certain practical ability. Building a double qualified teaching team will help to improve the professional teaching level, improve the proportion of double qualified teachers in the total number of teachers, and continuously improve the professional level of double qualified teachers by improving the school's reward and assessment system. Schools can introduce and go out in two forms. On the one hand, let the teachers majoring in accounting enter the front-line enterprises and learn advanced professional skills. On the other hand, experts in the industry can be invited to give professional lectures to train teachers' professional level. This teaching reform method helps to build a high-level skill competition coach team, and then improve the teaching level of Accounting Specialty in the school.

5. CONCLUSION

In general, the development of professional skills competition promotes the development of vocational education. Teachers, schools and enterprises can meet their own needs through professional skills competition. Teachers can find the shortcomings of teaching, schools can find the direction of teaching, and enterprises can choose the special talents they need. These have promoted the development of vocational education to varying degrees.

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On The Creative Transformation and Reconstruction of Chinese Traditional Culture

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Abstract: Chinese traditional culture covers a wide variety. Realizing its creative transformation and reconstruction is conducive to guiding the people to form correct values and world outlook, so that the people can comprehensively look at the changes of the overall environment of the current international community. Based on this, taking Chinese traditional culture as the research object, this paper analyzes in detail the practical significance and specific strategies of the creative transformation and reconstruction of Chinese traditional culture, in order to speed up the pace of the creative transformation and reconstruction of Chinese traditional culture.

Key Words: Creative Reconstruction; Creative Transformation; Chinese Traditional Culture

1. INTRODUCTION

Strengthening cultural construction can enhance the people's sense of social responsibility and further establish correct values and outlook on life on the basis of inheriting the fine revolutionary tradition of Chinese ancestors, which is the inevitable requirement of national construction and development in the new era. Based on this, in response to the call of the CPC Central Committee to strengthen cultural construction, we need to seriously formulate, implement and improve the creative transformation and reconstruction scheme of Chinese traditional culture, and constantly explore new ways, so as to better improve the efficiency of cultural construction.

2. CHINESE TRADITIONAL CULTURE

Chinese traditional culture is a national culture reflecting national characteristics and the product of the evolution of Chinese civilization. Broadly speaking, it is the sum of material wealth and spiritual wealth created in the process of human society. It is the overall expression of various ideological, cultural and conceptual forms in national history. In a narrow sense, it refers to the culture with distinctive national characteristics and long history created by the Chinese nation and its ancestors living in China. It is the culture inherited and developed by the Chinese nation from generation to generation, with broad and profound connotation and fine tradition. In short, it is the general name of various national civilizations, customs and spirits expressed through different cultural forms with the development of the times [1]. Chinese traditional culture covers various schools of thought (mainly Confucianism, Buddhism and Taoism), Qin, chess, calligraphy and painting, traditional festivals, architecture (palaces, Buddhist temples, etc.), Chinese drama, Chinese characters, traditional Chinese medicine, folk crafts, Chinese martial arts, etc.

3. PRACTICAL SIGNIFICANCE OF CREATIVE

TRANSFORMATION AND RECONSTRUCTION OF CHINESE TRADITIONAL CULTURE

Today, China is facing great challenges and opportunities in the complex international environment. In order to meet the requirements of the new national situation, implement the decision-making and deployment of the CPC Central Committee, and constantly strengthen and improve cultural construction, we need to pay attention to the creative transformation and reconstruction of Chinese traditional culture. At the present stage, the creative transformation and reconstruction of Chinese traditional culture is usually combined with public welfare activities in form and content, aiming to spread positive cultural content to the people and provide rich spiritual food for the people, so as to root the excellent revolutionary spirit of Chinese ancestors in the spiritual blood of contemporary people, So that the broad masses can maintain a positive attitude towards life and a spirit of striving for strength, face difficulties and setbacks on the road of life in the future, dare to strengthen their faith in the face of major right and wrong, resist temptation, maintain their original intention, and ensure that the fine traditional virtues of the Chinese nation are inherited and carried forward in our generation, so as to promote the construction of a socialist harmonious society [2].

4. SPECIFIC STRATEGIES FOR CREATIVE TRANSFORMATION AND RECONSTRUCTION OF CHINESE TRADITIONAL CULTURE

4.1 Adopt different thinking

The creative transformation and reconstruction of Chinese traditional culture can adopt the thinking of seeking differences. The thinking of seeking differences refers to the reform and innovation of Chinese traditional culture by "thinking against its Tao", and carrying out corresponding upgrading and innovation on the basis of the original form of Chinese traditional culture, so as to break through the traditional expression mode to the greatest extent. Generally speaking, the creativity of seeking differences is generally reflected in the specific content and form of expression of Chinese traditional culture. According to the requirements of the creative transformation and reconstruction of Chinese traditional culture, establish and improve the cultural mechanism to adapt to it, and vigorously publicize that we will never be satisfied and want to change and become strong; Never stop, strive for first-class cultural spirit, advocate "doing the right thing, doing things correctly", build an interactive platform, spread new trends and healthy trends, and promote the popularity of Chinese traditional culture. Moreover, with the wide promotion and popularization of information technology and network platform, in the

process of creative transformation and reconstruction of Chinese traditional culture, we can make full use of information technology and network platform to carry out cultural publicity and implementation, and adhere to multi angle and three-dimensional online and offline publicity of Chinese traditional culture, including theme publicity, situation publicity, policy publicity, typical publicity and achievement publicity, Fully absorb historical experience and forward force, refine cultural cultivation, strengthen theoretical arm, and help realize the creative transformation and reconstruction of Chinese traditional culture.

4.2 Adhere to the party's policy

Always put the party's political construction through the whole process of creative transformation and reconstruction of Chinese traditional culture, take the party's standardization and standardization construction as an important measure to consolidate the foundation, take the thought of socialism with Chinese characteristics in the new era as the guidance, learn, understand and implement the thought of socialism with Chinese characteristics in the new era, and fully implement the deployment of relevant work meetings, Focus on the centralized study of the theoretical study group of the general Party branch, further strengthen the "root" of political construction, consolidate the "foundation" of belief and supplement the "calcium" of spirit. Implement the spirit of the document on the creative transformation and reconstruction of Chinese traditional culture, and pay more attention to the promotion and popularization of Chinese traditional culture. According to the actual situation of local development, establish and improve relevant institutional systems, timely adjust working methods according to the current situation of work practice related to the creative transformation and reconstruction of Chinese traditional culture, and further optimize them at the level of comprehensive utilization of resources, so as to make specific working measures develop from single type to compound type, Thus, all activities can be guaranteed by a strong system and implemented well. At the same time, we should improve the supervision mechanism of cultural construction, carry out work supervision from time to time, issue supervision briefings, form rectification work plans, and track and inspect the implementation results of rectification.

4.3 Conform to regional characteristics

Due to the large base of China's floating population, Chinese traditional culture not only involves a wide range and diversity, but also has strong regionality, which is closely related to local customs. For example, before the popularization of Putonghua in China, the prosperity of

business culture in Zhejiang had a great impact on the ideology of the people in the south. Due to the influence of feudal society, the people in northern China pay more attention to the development of agriculture and official career. Most people have deep-rooted official position thought and small-scale peasant consciousness since ancient times. Therefore, the creative transformation and reconstruction of Chinese traditional culture needs to be constructed according to the characteristics of regional culture, so as to make the cultural resources have a strong regional flavor and create a good cultural communication environment. The influence of regional culture can enhance the appeal of regional culture. In addition, after giving regional characteristics to Chinese traditional culture, it can promote the development of tourism, enable more people to have an in-depth understanding of Chinese traditional culture, build more complete specific measures for the creative transformation and reconstruction of Chinese traditional culture, deepen the excavation of Chinese traditional culture and deeply develop Chinese traditional culture, Make the cultural construction more in-depth and improve the people's sense of identity with Chinese traditional culture.

5. CONCLUSION

To sum up, implementing the creative transformation and reconstruction of Chinese traditional culture has become a necessary move in the new era. Based on this, we should closely focus on the strategic positioning of the Party Central Committee, earnestly carry the responsibility of cultural construction on our shoulders, inspire our spirit, take responsibility, forge ahead in unity, strive and forge ahead, constantly promote the creative transformation and reconstruction of Chinese traditional culture to a new level, and lead the high-quality and steady development of cultural construction with the high-quality creative transformation and reconstruction of Chinese traditional culture.

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An Analysis of Cross-Cultural Adaptation of Chinese Exchange Students to The Philippines

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Abstract: This paper, from the perspective of cultural differences between China and the Philippines, finds out the existing problems in cross-cultural communication, and proposes ways to solve the cross-cultural adaptability problems of exchange students from vocational colleges to the Philippines, so as to provide reference for the effective development and internationalization of exchange students in vocational colleges in the future.

Key Words: Exchange Students; Cross-Cultural Communication; Adaptability

1. INTRODUCTION

In recent years, the sino-foreign cooperation in higher vocational colleges has developed vigorously. As a new mode of sino-foreign cooperation in higher vocational colleges, exchange student program pays more attention to the comprehensive cultivation of national consciousness, international vision and cross-cultural adaptability of students. This means that higher vocational colleges should pay close attention to the cross-cultural adaptation of students under the background of cultural differences. This paper aims to explore the cross-cultural adaptation of exchange students to the Philippines and put forward some suggestions.

2. THE CONCEPT OF CROSS-CULTURAL ADAPTATION

The concept of cross-cultural adaptation was first put forward by Powell of the National Affairs Bureau of the United States: the psychological changes caused by the imitation of behaviors in the new culture by people from non-native cultures. American anthropologists Robert Redfield, Ralph Linton and Melville Herskovitz put forward cross-cultural adaptation in *The Research Memorandum on Acculturation*: continuous and direct cultural contact between two groups composed of individuals with different cultures. Changes in one or both original cultural patterns resulting from the process. This change in cultural patterns is not one-way, but two-way. In other words, the cultural pattern of the two groups with different cultures will change, but the disadvantaged groups will have more cultural pattern changes.

3. CROSS-CULTURAL ADAPTATION OF EXCHANGE STUDENTS TO THE PHILIPPINES

3.1 Social life adaptation

The first thing for exchange students to do in the Philippines is to adapt to the social life, which is also the primary problem to be solved by exchange students in the Philippines for study. Social life adaptation mainly includes two aspects: daily life adaptation and interpersonal communication adaptation. In terms of daily life, exchange students in the Philippines can gradually

adapt to the life and customs of the Filipinos through careful observation and understanding, with no major difficulties. In terms of interpersonal communication, exchange students with good language skills in the Philippines will have obvious advantages. However, exchange students with weak language ability are embarrassed and even have some communication barriers when communicating with local people.

3.2 Learning adaptation

Learning adaptation is an important part of cross-cultural adaptation, which is mainly reflected in teaching environment, teaching methods, teaching evaluation, learning methods and other aspects of adaptation. In terms of teaching environment, the teaching environment of the Philippines is basically similar to that of China, with projectors, computers, air conditioners, whiteboards and other teaching facilities basically complete. In terms of teaching methods, Philippine schools are student-centered, and students have high participation in class and will actively participate in the discussion of the subject. In class, there will be many interactive sessions, including in-class tests, Q&A, impromptu speeches and so on. In terms of teaching evaluation, it is mainly based on the usual scores, with tasks such as group discussion and personal presentation, and the final score only takes a small part. Philippine students prefer to study independently by reading books and consulting literature.

3.3 Cultural adaptation

The Philippines is a multi-racial and multi-religious country with a strong religious belief. The Philippines and China have very different cultures and values. Therefore, its social and cultural adaptation is particularly important. For example, Filipinos pray before each meal and when they recite prayers, everyone stops what they are doing to pray. In the perception of the Philippines, almost everyone has religious belief, while Chinese people generally have no religious belief. It is easy to cause culture clash to some extent.

4. PROBLEMS IN CROSS-CULTURAL ADAPTATION OF EXCHANGE STUDENTS TO THE PHILIPPINES

4.1 Language competence in cross-cultural communication.

Language is the first element of learning and communication, as well as the carrier of culture. English is the official language of the Philippines and is mainly used for communication in daily life and classroom teaching. Exchange students to the Philippines are relatively weak in English, especially in oral expression. During the study period, exchange students can only use basic oral English, but rarely have in-depth communication with teachers, students or Filipino friends.

Most of the communication content is superficial and general.

4.2 Insufficient cross-cultural knowledge

The reserve of intercultural knowledge often determines the depth of intercultural communication. If you want to achieve in-depth cultural exchange during the study period, you must have a rich cultural knowledge. Although the exchange students have studied Philippine history, geography, social etiquette, religion, culture and values before going to The Philippines, these knowledge are far from enough in the actual communication process. If there is a cultural blind spot, it will cause obstacles in cultural understanding and communication, and even cultural conflicts in the process of communication.

3.3 Lack of intercultural communication skills

Interpersonal relationship is an important means of People's daily life, as well as the link of people's ideological and emotional carrier. Intercultural communication competence is the condition for people to maintain interpersonal relationship, and it also determines whether intercultural communication is efficient or not. In the process of cross-cultural communication, exchange students in the Philippines cannot think out of the box when they understand foreign cultures due to stereotypical thinking. They still think in the way of their own cultures, resulting in misunderstanding or even confusion of foreign cultures, thus hindering the efficient implementation of cross-cultural communication.

4.4 Psychological instability in cross-cultural adaptation

According to the two dimensions of cross-cultural adaptation, psychological adaptation is based on emotional response, which is embodied in people's mental health and satisfaction in cross-cultural adaptation. In cross-cultural adaptation, those who achieve psychological adaptation show a more optimistic and positive psychological state, while those who achieve psychological adaptation show a more negative state. For exchange students in the Philippines, the inadaptability of cross-cultural psychology is mainly manifested in homesickness and psychological instability in the completely unfamiliar environment.

5. SUGGESTIONS ON INTERCULTURAL ADAPTATION OF EXCHANGE STUDENTS TO THE PHILIPPINES

5.1 Strengthen the cultivation of language ability

As the English foundation of students of higher vocational colleges is weak, it is necessary to enhance the students' language ability. The English requirement of exchange students can be written on the student handbook or brochure, so that students can understand the program in advance and lay a targeted language foundation, focusing on improving their listening and speaking ability. In

addition, the university can also provide special language training courses for exchange students to the Philippines.

5.2 Enrich cross-cultural knowledge

In addition to encouraging students to have an in-depth understanding of Philippine culture through online resources, literature, books and other relevant materials, the school also needs to provide students with relevant articles on Philippine history, geography, social etiquette and religion before students going abroad. A series of training courses on culture, customs and values are needed to deepen the exchange students' understanding of the cultural differences in the Philippines.

5.3 Improve cross-cultural communication skills

The school fully encourages students to participate in campus club activities to enhance their interpersonal skills. With the help of student associations and foreign students' resources, the targeted exchange students can strengthen the comparison of cultural differences in communication, and constantly improve their intercultural communication skills by discovering the internal factors of cultural differences.

5.4 Strengthen cross-cultural psychological adaptation

Strengthen the psychological construction optimization before students going abroad, Chinese colleges need to carry out relevant lecture to strengthen the psychological counseling for students, encourage them to face the new environment with positive attitude, and have the courage to face problems and solve problems. At the same time, students' self-confidence, independence, enthusiasm, initiative and adaptability should be constantly exercised in order to regulate their emotions and relieve their negative emotions in cross-cultural communication.

6. CONCLUSION

In a word, in the process of promoting the sustainable development of international exchange student programs, we should pay attention to the cross-cultural adaptation of students, explore ways to improve their cross-cultural adaptation, and then promote the operation of sino-foreign joint education.

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On The Embodiment of Human Nature Principle in Primary and Secondary School Education Management

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Abstract: Primary and secondary education is an important part of China's compulsory education system and a key stage for students' later learning, growth and development. Therefore, in primary and secondary education, we must ensure the scientificity, effectiveness and adaptability of education management. Based on this, as the backbone of primary and secondary school education management, teachers need to constantly learn and explore the direction, methods and contents of education management, in order to create a rich, comprehensive and efficient learning and growth environment for primary and secondary school students. Therefore, based on the significance of embodying the principle of human nature in primary and secondary school education management, this paper analyzes the relevant educational strategies embodying the principle of human nature, in order to communicate and discuss with the majority of primary and secondary school educators.

Key Words: Primary And Secondary Education; Education Management; The Principle Of Human Nature; Embodiment Strategy

1. INTRODUCTION

The concept of student-oriented education is similar to the principle of human nature. Both advocate clarifying the main learning status of students and carrying out educational and teaching activities around the specific actual situation of students. Therefore, the embodiment of the principle of human nature in the educational management of primary and secondary schools will directly affect the quality and efficiency of primary and secondary education. At this stage, with the continuous acceleration of the reform process in the field of education in China, the necessity and importance of integrating and reflecting the principle of human nature in primary and secondary education management are becoming more and more critical. Therefore, primary and secondary school educators need to constantly improve and innovate the student-centered education mode and methods from their own point of view, so as to provide strong support for the practice and implementation of human nature education.

2. THE SIGNIFICANCE OF REFLECTING THE PRINCIPLE OF HUMAN NATURE IN THE MANAGEMENT OF PRIMARY AND SECONDARY EDUCATION

The conventional primary and secondary school education management usually adopts the methods of punishment, restraint, advice and praise, which not only leads to the

poor effect of education management, but also may affect the physical and mental characteristics of primary and secondary school students [1]. The educational management of primary and secondary schools based on the principle of human nature defines the main position of primary and secondary school students in teaching and learning. Both in educational management methods and educational management contents, it shows the characteristics suitable for students' physical and mental development, and then creates healthier and more scientific conditions for primary and secondary school educational management. The following will analyze in detail the significance of reflecting the principle of human nature in primary and secondary school education management from the two aspects of educational objectives and cultural teaching effect.

2.1 contribute to the achievement of student-oriented education objectives

Under the core literacy education thought, primary and secondary school education management must pay attention to cultivating students' comprehensive ability and literacy, in order to help students develop the key ability and necessary character to adapt to their own and social development. Based on this, the embodiment and application of the principle of human nature in the educational management of primary and secondary schools will play a very important and key role, which is specifically reflected in the following aspects: first, under the principle of human nature, teachers clarify the subject status of students and innovate the content of educational management in combination with the actual situation of primary and secondary students, Ensure that students can achieve comprehensive improvement and development in the process of learning. For example, for students who are not motivated and mischievous, starting from the principle of human nature, teachers set helping students correct their learning attitude as the goal of educational management, so as to promote students to develop good learning awareness and self-control ability, and then lay a foundation for students' later learning, growth and development. Secondly, under the principle of human nature, we pay more attention to the physical and mental health development of students. At present, in the education management of primary and secondary schools, many teachers are more or less afraid to manage, especially in the face of naughty and disobedient students, who are afraid that the way of management is unreasonable or the degree of management is too large,

which will cause harm and impact on students' physical and mental health. In the face of such management problems, we can effectively deal with them by following the principle of human nature. For example, for naughty students who don't listen to management, teachers can find a breakthrough from the students themselves, abandon the traditional way of preaching and criticism, and implement the management method of emotional influence, convincing people with reason and personal guidance, so as to avoid the negative impact of deep management on students.

2.2 it is conducive to improving the scientificity of culture teaching

The embodiment of the principle of human nature in the educational management of primary and secondary schools can also rise to the aspect of cultural teaching, mainly because the direct purpose of primary and secondary education is to help students obtain rich cultural knowledge, so the principle of human nature is naturally applicable to the teaching activities of various disciplines [2]. Taking the teaching thought of "teaching students according to their aptitude" as an example, it is enough to reflect the characteristics and advantages of the principle of human nature, that is, according to the specific learning situation and characteristics of students, design and formulate more suitable teaching methods and contents for students, and then create an efficient, rich and appropriate learning environment for students. In this way, it will help to improve the scientificity and effectiveness of culture teaching in primary and secondary schools.

3. EFFECTIVE STRATEGIES TO EMBODY THE PRINCIPLE OF HUMAN NATURE IN PRIMARY AND SECONDARY SCHOOL EDUCATION MANAGEMENT

3.1 building a team of humanistic teachers

Teachers are the soul of education management, so if we want to embody the principle of human nature in primary and secondary education management, we must build a team of humanistic teachers. Based on this, primary and secondary school teachers should make reasonable and scientific improvement and innovation in educational ideas and methods, so as to fully infiltrate the principle of human nature into daily educational management. Firstly, teachers should abandon the traditional idea of taking themselves as the center of educational management, change the identity of the leader in educational management, and then participate in the whole educational management as a guide. In this way, we can not only quickly narrow the relationship between teachers and students, but also establish an education management system with students as the main body. Secondly, teachers should have the awareness and ability of self-examination, self reflection and self correction. In view of the phenomenon of students' disobedience to educational management, teachers should find the root causes and solutions of problems from themselves, rather than blindly blaming and complaining about students, so as to show teachers' personal charm and humanistic thought, and finally create harmony, equality and Adapt to the teaching

environment.

3.2 carry out classroom teaching in line with the principle of human nature

As mentioned above, the principle of human nature is of great significance and promotion to culture teaching. Therefore, when implementing education management, primary and secondary school teachers can infiltrate the principle of human nature into the teaching activities of various disciplines, so that students can not only feel the deep principle of human nature, but also master rich cultural knowledge in the process of learning. Taking the individual differences between students as an example, teachers need to adhere to the principle of human nature, actively implement the people-oriented teaching thought, reasonably and scientifically face the individual differences in students' learning, so as to give consideration to each student's learning and physical and mental growth. For example, the hierarchical teaching mode is adopted to divide students into several levels according to their specific learning conditions, such as excellent students, intermediate students and students with learning difficulties, which correspond to three levels A, B and C respectively. At the same time, teachers also implement targeted teaching strategies such as lesson preparation, teaching, evaluation and assessment, so that students even have a gap in learning. It can also get the most suitable teaching experience in the hierarchical teaching mode. By infiltrating the principle of human nature into teaching activities, we can not only improve the quality and efficiency of culture teaching, but also help students realize that teachers have not given up themselves, so that the principle of human nature can be reflected incisively and vividly in the educational management of primary and secondary schools.

4. CONCLUSION

To sum up, the embodiment of the principle of human nature in the educational management of primary and secondary schools needs to be comprehensive, three-dimensional and scientific in order to really give full play to the educational value and significance of the principle of human nature. Therefore, primary and secondary school educators should start from themselves, based on the actual situation of students, and constantly innovate the mode, content and methods of education management, so as to create a more adaptive, harmonious and efficient teaching environment for students.

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Linguistic Landscape in Campus of Local Universities: A Case Study of Ankang University

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Abstract: Based on the information and symbolic functions of language landscape, this paper analyzes the similarities of cultural landscape, the absence of regional context and the rupture of historical inheritance in the development and construction of university campuses. While fully exploiting the symbolic value of landscape, the construction of language landscape should base on campus ecological civilization, strengthen regional culture, emphasize historical inheritance and cultural innovation. The transformation of physical space into spiritual space aims to create a campus environment rich in cultural deposits and humanistic spirit, and to enhance the cultural confidence and pride of teachers and students, promoting the sustainable development of regional culture and traditional culture.

Key Words: Linguistic Landscape; Symbolic Function; Regional Culture; Cultural Innovation; Campus Linguistic Landscape

1. RESEARCH BACKGROUND

According to the definition of linguistic landscape, traditional linguistic landscape studies focus on "the language that appears on public road signs, billboards, street names, place names, commercial signage, and public signs in government buildings."

At present, the research on campus language landscape is in its infancy, and its focus is mostly on education and teaching, mainly exploring the impact of language landscape in education field on language education, language awareness and language ability. For example, Shang Guowen(2017) analyzed the value of language landscape to second language and foreign language teaching and its influence on minority language revival. Mu Yage(2018) investigated the role of linguistic landscape in TCSL; Zhou Xiaochun (2020) discusses the use of linguistic landscape in educational field from two aspects: communicative function of carrying information and instrumental function of serving teaching.

The narrow sense of campus language landscape research mainly focuses on the language symbols expressed in written form in campus public space, such as road signs, propaganda banners, building signs, etc. As kind of visibility material symbol resources, campus landscape is the material carrier of history and culture. It reflects the culture of school style, and it embodies the history of geographical context. it is the symbolic building of campus public space tangibility and visibility that forge the spatial and landscape attributes of linguistic landscape, making it become the symbolic of public space. Therefore,

Campus linguistic landscapes should be a material carrier that concentrates on the history, regional culture and reflecting value orientation of a campus.

2. LINGUISTIC LANDSCAPE IN ANKANG UNIVERSITY

Ankang University is the only provincial full-time public undergraduate college in Ankang City. Its main task is to cultivate applied talents with high comprehensive quality and innovative spirit. In order to respond to the "Belt and Road" initiative from National Education Department actively, Ankang University began to recruit international students in 2014, and established the School of International Education in 2018. It has recruited international students from Japan, South Korea, Uzbekistan, the United States, Pakistan, Bangladesh, Nepal, Uganda, Ghana, Congo, Liberia, Botswana and other countries.

Therefore, as a local undergraduate university, Ankang University has a certain bilingual or multilingual language landscape. The linguistic landscape survey and sampling of this paper mainly focused on the teaching and administrative areas of Jiangnan Campus, covering one main road running through the north and south campuses, 7 teaching buildings and 2 administrative office buildings. A total of 687 valid corpus were obtained.

According to the types of languages displayed on the language signs, the author divides the language signs in the campus of Ankang University into single language signs, bilingual signs and multilingual signs.

Table 1 linguistic signs in Ankang university

Language choice	Language code	Amount	percentage
mono-lingual	Chinese	242	35%
bilingual	Chinese-English	445	65%
multilingual	0		
total	687		

The types of language signs on campus are shown in Table 1. The proportion of bilingual signs on campus is high, reaching 65%, and mono-lingual signage accounted for 35 percent.

As can be seen from the data in Table 1, the number of multi-language signs occupy an absolute advantage. In 2014, in the construction of campus culture, Ankang University upgraded and made Chinese-English signs in most of the teaching and office public areas. Therefore, the quantity and quality of bilingual signage in the campus of Ankang University are relatively high.

All bilingual signs use only two fonts, Chinese and

English, and The Chinese font is larger and in the first place of the language signs, English after Chinese. The number of multilingual signs is almost negligible and is only occasionally seen in international exchange centers and foreign language schools.

As can be seen from Table 1, Among the languages used for language signs on university campuses, Chinese dominates. All language signs use Chinese, which is usually placed in the most eye-catching position with the largest font, with a frequency of 100%. Of all language signs in English, English is always placed second after Chinese, and the font is usually smaller than Chinese. After Chinese, English is the second most dominant language among bilingual and multilingual language signage.

3.LAYERED INVESTIGATION ON LINGUISTIC LANDSCAPE IN AKU

For the first layer of analysis, we decided to count the number of languages and language combinations on signs. The second layer of our research design consisted of a social semiotic analyses that sought to categorize the ways that signs make use of language. Such analyses allow for a careful examination of the various semiotic resources that sign-makers use to convey messages and ideologies.

3.1 The function of language landscape in university campus

Linguistic landscape has two functions: informational and symbolic. The information function refers to the literal information content contained in the language sign, which conveys the intention and thought of the producer, plays the role of communication, and embodies the direct practical function of the language landscape. Comparatively speaking, the symbolic function is hidden, meaning that the linguistic landscape can indirectly reveal the social identity and cultural status of the language group corresponding to the language.

In Ankang University, signs of important public facilities such as street signs, offices and laboratories are generally arranged in Chinese and English from top to bottom, with Chinese taking the main position, highlighting the function of information transmission.

3.2. ideology and culture

In the collected corpus, 32 language signs are related to the country's policy content, such as core socialist values, Xi Jinping's Thoughts on Socialism with Chinese Characteristics for a New Era, etc..

The construction of policy-related language signs in university campuses reflects the importance attached to ideological and political education of college students in China's higher education field. The language signs on university campuses involving national policy contents are the practical reflection of the great influence of national mainstream ideology on higher education.

Based on this, the construction of language landscape on Ankang University campus is closely centered on China's education policy, abide by the national education policy, and create a good ideological and moral cultivation atmosphere.

In the collected corpus, there are 23 language signs related to the content of Traditional Chinese culture, such as

celebrity quotes, motivational maxims, aphorisms, etc.. These language signs usually appear in teaching buildings, libraries and other learning places.

The setting of these language signs can fully explain the goal of China's higher education, that is say, to cultivate a new generation with ideals, beliefs and souls.

These language signs showing the essence of Chinese culture not only reflect the country's talent training direction, but also reflect the requirements of colleges and universities for the ideological and moral quality of contemporary college students.

4. CONCLUSION

The survey found that the number of languages used in the language signs in Ankang University is small, and Chinese dominates. There are few signs in single English and few signs in other languages. The form of language landscape is single, mostly based on words, and there is no other way of expression. The font of the text tends to be unified, and the way of presentation tends to be flat and simple.

In a word, Ankang, as an inland city in central China, is not very developed economically and the degree of foreign exchange is not too high. The language landscape of Ankang University campus has a single variety of languages, mainly Using Chinese and English, and few other languages. The Chinese language is mainly used to convey information, while the English language is mainly used to symbolize the dominant position of English as the international lingua franca.

From the perspective of the overall language landscape of the campus, there are many bilingual signs in the teaching and office areas of Ankang University with high quality, which can basically meet the requirements of multi-language ecology required by education internationalization or globalization.

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A Comparative Analysis of The Integration Method Between Chinese Painting Teaching Mode and Western Teaching Mode

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Abstract: At present, the traditional teaching mode of Chinese painting is becoming more and more unsuitable for the new social needs and the formation of a more precise academic teaching system. In the ideological context has been somewhat isolated from the world education pattern and teaching pattern. This paper analyzes and discusses the results of education and teaching mode in Europe and the fourth industrial revolution, trying to see the teaching of Chinese painting from a large range of the world. In Chinese painting, the education mode is the education mode of paying attention to pen and ink, but how the teaching mode of pen and ink wants to integrate with the world teaching thinking is an important topic and direction worth thinking about. This paper will analyze this as the source point, and obtain the best solutions and results according to the data.

Key Words: Chinese Traditional European And American Education; The Fourth Industrial Revolution Education

1. THE TRADITIONAL TEACHING MODE OF CHINESE PAINTING

The traditional teaching mode of Chinese painting, ink and the inheritance of teachers and apprentices. The advantage is that it can have a deep understanding and cognition of the humanistic spirit of Chinese painting in the process of inheritance, and the teaching method of the master and apprentice can help learners more skillfully to experience the integration of water, ink, pen and paper. The disadvantage is that the inheritance of mentoring and apprentices can not be widely promoted.

From the results of modern college teaching, we can see that dozens of classes are still applying the traditional apprenticeship system.

Finally, professional vocational and technical personnel can remain equal to the number of the traditional apprenticeship system. As one of the core components of traditional cultural content, Chinese painting is deeply rooted in the soil of traditional culture. Therefore, in the curriculum teaching practice of modern Chinese painting, combining with local excellent traditional culture is of certain significance.[1]

The current traditional education in China has the following deficiencies: inaccurate educational concept positioning, imperfect planning, incomplete system and students lack of a strong sense of innovation. To change this status quo, we should learn from the foreign teaching mode and combine with the expansion of the new teaching system and model of the fourth industrial revolution.

2. THE EUROPEAN AND AMERICAN PAINTING TEACHING MODE

Painting art is determined by cultural consciousness, and its development is based on cultural consciousness. Due to the differences in nature, history, politics, economy and social culture, China and the West have different civilization systems and value pursuits, manifested in painting art, whose expression content, form and painting skills have been based from each other for a long time in history. However, in a general sense, the two have commonalities in communicate with each other.

Therefore, in the teaching of Chinese and western painting, we must comprehensively understand the differences and commonalities, so as to better understand the respective characteristics and essence of Chinese and western painting.[2]

Current foreign painting teaching mode is mainly in two teaching modes, one is based on the traditional teaching mode; the other is the painting teaching mode where creativity occupies the main body. These two teaching models are based on the economic development of their respective countries and the needs of society.

The United States attaches great importance to the enlightenment and cultivation of creative and innovative thinking. Therefore, painting in the United States cultivates more contemporary artists and product designers and graphic designers who can directly serve the enterprise. Foreign universities with domestic cognition do not pay much attention to the basic skills of painting, and only pay attention to the one-sided thinking ideas.

The foreign training mode is fundamentally different from the domestic training mode from the roots. In the modules similar to the domestic teaching mode, we can compare the reference. The sketching mode is very similar to that in the past, but it is different. European and American sketching like to visit places with clusters and places with wide vision. In addition to the United States, the UK is also this teaching model. For example:

London, a city that incorporates cultures around the world. Sketches focuses on the East End, which has particularly strong street culture; to museums and markets in London, where there are rich things and paintings. Before starting the painting, the teacher asked the students to bring a variety of interesting materials they used. For example, colored paper, plasticine, colored chalk, pens, alcohol ink, and various other colors of painting materials are based on color lead and watercolor painting. Unlike Chinese teaching, teachers will give you great degrees of freedom.

You can draw alone, or you can draw in a place with your classmates, and conduct painting exchange.

Performance can be body block, can line the picture, and even can be comprehensive material collage. More representative in the indoor painting course is the reverse push of the lens in the film, and many film pictures are modified as a good illustration reference. This kind of film lens reverse push inspires students 'creative thinking, which can quickly mobilize students' enthusiasm and painting talent.

3. THACHING MODE AFTER THE FOURTH INDUSTRIAL REVOLUTION

With the advent of the fourth industrial revolution, the education system has been disconnected from the actual needs of the global economy and society. A new educational framework and model are urgently needed to cultivate talents adapted to the needs of society. In the 2020 report, *Coming Schools: Defining a New Education Model for the Fourth Industrial Revolution*, released by the World Economic Forum in January 2020, it describes the global framework, characteristics and methodology of Education 4.0 and demonstrates the transition of sixteen schools to Education 4.0.

This report has five implications for Chinese education: grasp the internal connection of the Fourth Industrial Revolution and education 4.0, reach consensus on education 4.0; use new technology to build new, dynamic school form; build talent training system with innovative creativity, technical skills, interpersonal communication and global citizenship; innovative learning paradigm, education field, teaching methods and learning methods; strengthen the cooperative relationship between school and relevant social subsystems, improve teacher professional core quality, accelerate teacher integration into education.

The education model after the Fourth Industrial Revolution focuses on the mutual promotion of the learning mechanism at the two levels of content and experience.

The former is an intrinsic mechanism of skill adaptation. The younger generation needs to have four skills to become productive contributors to the economy and active citizens of society: global civic skills, innovation and creativity, technical skills, and interpersonal skills; the latter is the method and mechanism of skill adaptation. This is a methodological innovation, through the embodiment of work and creating multiple opportunities by using new learning techniques. It is necessary to create a learning ecosystem for -- personalized and inclusive learning, problem-based collaborative learning, lifelong learning, and student-driven learning.

With the arrival of the fourth Industrial Revolution, the education system is increasingly out of touch from the real needs of the global economy and society, and a new educational framework and model is needed to cultivate talents who meet the needs of the future society.

In the report on *Future Schools: Defining a New Education Model for the Fourth Industrial Revolution*, released by the World Economic Forum (World Economic

Forum) in January 2020, the global framework, characteristics and methods of Education 4.0 are described, demonstrating the case model of 16 schools in the transition to Education 4.0.

The [3] Global Education Framework 4.0 provides a set of guidelines to guide the national education system in its demand for new work and to provide new skills for the younger generation. For countries where the education system lags behind today's standards, the Education 4.0 framework provides a vision to promote its leapfrog development. Global Education Framework 4.0 uses a case study approach to select 2 typical cases for each key function. In the second half of 2019, the World Economic Forum launched a global crowdsourcing campaign through full consultation with the Education 4.0 framework (e. g., experts, major business leaders, practitioners and decision makers) to widely discover the cases received by schools. School cases should meet four criteria: meeting the Education 4.0 framework, potential for scale expansion, design methods for multi-party stakeholders, and significant improvement in academic achievement and learning experience.

4. FRAMEWORK OF EDUCATION 4.0 IN TRADITIONAL, EUROPEAN AND FOUR INDUSTRIAL REVOLUTION

In terms of the teaching method of Chinese painting, it is not easy to integrate the diversified thinking brought about by Europe and the United States and the four industrial revolutions, because the traditional Chinese teaching model is deeply rooted.

However, without change, it will be rigid. The rigid teaching mode does not adapt to the needs of the market and individual students. The learning results that students experience from a personal perspective have a sense of delay.

Therefore, the autonomy to change the learning mode during the learning period is basically difficult to implement. This integration requires individual colleges and universities to carry out pilot operation. Only by reducing the inheritance amount of the traditional teaching apprenticeship system of Chinese painting, combined with the clever creative thinking of Europe and America, and combined with the integration of diversified teaching methods, the optimal educational collocation results can be obtained through the integration experiment from multiple angles.

5. THINKING EXTENSION, FEASIBILITY ANALYSIS
Chinese painting will go to the world and the world, isolation and the forest of the world is a difficult operation mode to survive. Then, the change in form and the change of content are a kind of appearance change, as long as Chinese painting grasp the inheritance of humanistic spirit, the integration of Oriental philosophical thinking is not chaotic, no matter how the change of teaching mode will not shake the foundation of Chinese painting.

Diversified teaching is a feasibility discussion thinking structure. For Chinese painting can occupy a place in the big stage of international art, integration, reallocation of resources and innovation of teaching.

Diversified collocation is inevitable, but also very desirable, is a way to go out, not some old gentleman said that the self-derived way of destruction. Diversified innovation mode is not a multimedia teaching mode, can be combined with science and technology auxiliary teaching mode fusion classroom, such as students copy ancient painting can join AI artificial intelligence auxiliary, segmented material and water, ink dry moisture analysis, etc., on the emotional expression, can first interpret, and then students understand after copying and creation.

The investigation, interview, literature, analysis and other methods in the education methods also apply to the combined teaching of Chinese painting. After the improved Chinese painting teaching mode should quickly adapt to the development needs of The Times and the evolution and demand of the market. This combined topic

can be used as a discussion and development direction, for long-term teaching research discussion.

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Preliminary Study on The Information Construction of Logistics Management in Higher Vocational Colleges Based on The Background of Internet+

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Abstract: For a long time, due to the teaching and scientific research attributes of higher vocational colleges, schools tend to focus more on teaching and educating people, which inevitably leads to a decrease in investment in logistics management, leading to many drawbacks in the logistics management model. In fact, in the modern economic and social system, logistics management is playing an increasingly important role, providing various basic guarantees for the normal operation of higher vocational colleges. The defects in the logistics management model are increasingly restricting higher vocational schools. Institutional development. This article will take the logistics management mode of higher vocational colleges as the core starting point, and on the basis of fully integrating the background of the "Internet +" era, systematically expound the possible deficiencies in the logistics management information process of higher vocational colleges, and have Propose solutions in a targeted manner.

Keywords: Internet+; Higher Vocational Colleges; Logistics Management;

1. INTRODUCTION

It is generally believed that in the daily teaching and research activities of higher vocational colleges, the logistics management work does not have much sense of existence. In fact, in the daily management affairs of higher vocational colleges, logistics management plays an irreplaceable key role, effectively escorting the smooth development of teaching activities. A well-functioning logistic management model can not only effectively avoid useless financial expenditures, but also make higher vocational colleges' educational resources more "knife", and can also give full play to the logistical functions to enable the development of various tasks in higher vocational colleges. More smoothly. However, in real life, there are still many shortcomings in the logistics management of higher vocational colleges. The lack of information literacy of the logistics management team and the incomplete advancement of the informatization process have left the logistics management model with flaws, and a new round of reform work is urgently needed. , So as to make up for work defects and improve the efficiency of logistics management.

2. CURRENT DEFICIENCIES IN THE CONSTRUCTION OF LOGISTICS MANAGEMENT INFORMATION IN HIGHER VOCATIONAL ACADEMIC PUBLISHING HOUSE

COLLEGES

2.1 Higher vocational colleges lack the awareness of logistics management and lack of attention to logistics For higher vocational colleges, most of them are operated by the government and belong to public institutions. Even if they are operated by private enterprises, they do not take the first goal of earning economic benefits. They have a high public welfare color. As a result, higher vocational colleges are less affected by the economic market, generally lack the logistics management awareness, and are relatively contemptuous of logistics management. Moreover, since the job of higher vocational colleges is to teach and educate people, this has led most vocational colleges to pay attention to teaching one-sidedly, and there are intentional or unintentional ignorance of other auxiliary tasks, especially for logistics work. Because of being hidden behind the scenes on weekdays, the presence in teaching activities is weak, and it is ignored by higher vocational colleges [1].

2.2 The logistics management personnel of higher vocational colleges do not have a thorough understanding of information technology

According to the survey and research results, a large part of the logistics management staff do not fully understand the means of informatization at the moment, and only stay in the simplest and most superficial modern information technology application, and only regard the informatization construction as the transformation of the information carrier. , Just transfer the information previously recorded in the book to the computer. But in fact, the changes brought about by informatization are not only changes in the information carrier, but also in the speed of information processing. With the help of modern information technology, a database can be established to perform big data on students' grades and classroom performance. Analysis, in order to improve the understanding of students in higher vocational colleges, in order to facilitate the smooth progress of logistics management [2].

3. EFFECTIVE MEASURES TO PROMOTE THE CONSTRUCTION OF LOGISTICS MANAGEMENT INFORMATIZATION IN HIGHER VOCATIONAL COLLEGES

3.1 Strengthen the construction of logistics management team

The more developed the social system, the higher the demand for the ability to carry out various tasks, and the

more highly qualified professionals are needed. Faculty and staff have been associated with teaching activities for a long time, lack of knowledge of logistics management, and a serious lack of logistics management skills, which are insufficient to support the smooth development of logistics management. In this situation, if higher vocational colleges want to complete the reform of logistics management, on the one hand, they must increase publicity, recruit excellent logistics management talents from the whole society, and under the guidance of the economic market, they must first improve Salary and treatment can attract more outstanding talents to apply. On the other hand, we should also pay attention to the "retraining" of faculty and staff who are responsible for logistics management, and effectively improve the staff's information ability and logistics management literacy. In addition, in order to further improve the enthusiasm of logistics managers, a sound evaluation mechanism should be established to give employees with good performance a visible "upward path." In addition, teachers should also be regularly organized to visit other teaching institutions to observe and learn from the other's logistics management information experience, absorb the advantages of the other's integration, reflect on the shortcomings of the other's integration, and truly "see the good and think together, see the bad "Also", constantly raising the level of the integration of craftsmanship and ideological and political education [3].

3.2 Expansion of informatization construction methods and deepening of informatization effects

In the process of logistics management informatization, we should focus on the advanced nature of information technology and create a more efficient new management model, not just limited to traditional cognition. Many auxiliary measures should also be included in the construction of logistics management information. For example, the library is the best place for students to study homework and improve themselves. However, under the traditional model, there are many books in the library, and it is difficult for students to find the books they need efficiently. After the construction of information technology, a "smart library" can be built. Make full use of the advantages of information technology and big data technology. According to the students' past borrowing records, we recommend to students the readers that best meet their reading needs. An online library can also be established so that students can enjoy them without leaving their homes. Abundant reading resources; for example, higher vocational colleges are places for teaching and educating people. They should not only pay attention to students' academic performance, but also pay attention to students' psychological state, discover and

solve students' psychological problems in time, and protect students' physical and mental health. In response to this, information technology can also provide powerful assistance. Through the integrated analysis of various data in students' study and life, students' abnormal behaviors can be effectively discovered, and students' psychological problems can be discovered in time. At the same time, Internet communication is highly private. Psychological problems usually involve students' inner privacy. In reality, due to various concerns, they are often unable to communicate effectively with teachers. Only in the network environment can they let go of all their concerns. Logistic management should take care of all aspects of students' study and life, and information reform should also be promoted in this direction to provide students with more high-quality logistic services [4].

4.CONCLUSION

In general, in the context of the era of education reform, not only should we focus on the reform of teaching concepts and teaching methods, but also improve the reform of teaching auxiliary mechanisms, so as to improve the quality of teaching in all aspects and bring better learning to students Experience. A sound logistics management model will provide students with the most complete teaching equipment and do a good job of teaching aids, so that teachers can carry out teaching work wholeheartedly, and students can devote themselves to learning activities. In the new era of "Internet +", the logistics management of higher vocational colleges should also keep pace with the times, give full play to the advantages of information technology, and further improve management efficiency and service quality.

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National Inter-Embedded Social Structure: Analysis of Realistic Background, Theoretical Connotation and Practical Path

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Abstract: This article will introduce in detail the basic connotation and realistic background of the realization of ethnic embedded social structure, through professional research and investigation, accurately find out the theoretical connotation of building ethnic embedded social structure, and propose four optimizations of ethnic embedded social structure. The effective realization path of the social structure, such as eliminating the separation of social structure, reducing the exclusion of social resources, reducing the alienation of social psychology, and setting up legal guarantees for the social structure, thereby effectively enhancing the construction effect of ethnically embedded social structure.

Keywords: Practical Path; Theoretical Connotation; Realistic Background; Ethnically Embedded Social Structure

1. INTRODUCTION

In the process of constructing ethnic inter-embedded social structures, relevant departments should use appropriate connotation theories, rely on the current country's realistic background, and improve the practicality of ethnic inter-embedded social structures with the help of relevant systems and laws. The development momentum of the social structure has laid a solid foundation for the overall development of my country's multi-ethnic groups.

2. REALIZE THE BASIC CONNOTATION OF NATIONAL INTER-EMBEDDED SOCIAL STRUCTURE

Regarding the ethnically embedded social structure, from an emotional point of view, this type of social structure can be understood as a social structure of multi-ethnic unions, that is to say, under the influence of this type of environment, multi-ethnic members will be spiritually Recognize each other and communicate with each other in life, and use this type of living state to construct a multi-ethnic-based social structure. In addition to its general characteristics, the social structure also has a relatively unique national character.

Generally speaking, in terms of social governance, in the process of improving the ethnic inter-embedded social structure, it can effectively solve the problems and contradictions generated by various ethnic groups, use inter-embedded features to integrate the internal characteristics of various ethnic groups, and adjust them in a timely manner. Basic contradictions, with the help of reasonable mechanisms to better alleviate possible ethnic conflicts, and create a suitable atmosphere of tolerance for

the current society. From an individual perspective, the use of ethnic inter-embedded social structure construction can effectively enhance the understanding of national culture and enhance the equality of exchanges between the two parties, so that each nation can better perform its obligations while enjoying its own rights. Realize the overall construction of the inter-embedded social structure of all ethnic groups.

3. THE REALISTIC BACKGROUND OF BUILDING A NATIONAL INTER-EMBEDDED SOCIAL STRUCTURE

3.1 Optimize the social class structure

In the process of building a nationally embedded social structure, because the social structure is extremely rich in connotation and professionalism, from different standards and perspectives, researchers can divide it into class structure, ethnic structure, family structure, and population. Structure, regional structure, urban-rural structure, etc., and such structures are all included in the social structure. That is to say, if you want to truly establish an ethnically embedded social structure, you need to ensure the stability of the internal structure's various connotations. As the construction of ethnic inter-embedded social structure is put on the agenda, it can be explained that various structural indicators related to ethnic racial structure have become normal. The current social class structure, that is, the core of ethnic inter-embedded social structure, has gained a certain degree. With the optimization and improvement, some social tensions have been balanced and buffered to a certain extent. According to the current statistics of scholars, the current overall structure of our society has shown a T-shaped state. This type of structure has expanded to a certain extent the differences in needs among various groups in society, reduced the progress of social exchanges, and triggered some social values.的 rupture. According to the theories of some researchers, my country's current social structure mostly presents fragmented forms, structured forms, middle-class modernization methods, and fractured societies. The emergence of such forms has advanced the construction time of my country's national inter-embedded social structures. Become the realistic background for realizing this kind of social structure.

3.2 Conducive to improving the state of multi-ethnic social structure

From the perspective of the realistic background of strengthening ethnic inter-embedded social structures, in the process of building this type of social structure, people

should not only pay attention to the current social class structure in a timely manner, but also need to better manage the problems caused by the multi-ethnic social structure. Various issues. Based on the complexity of my country's national attributes, relevant departments should pay attention to the national issues corresponding to the social structure in a timely manner during the construction of the national inter-embedded social structure. In the current society, it is affected by self-initiation and mobility to better solve the problem. For conflicts caused by class identities, relevant departments need to establish appropriate coordination mechanisms. As national identity is pre-determined and stable, the coordination mechanism established by them lacks a certain degree of flexibility when encountering related conflicts. In the current world nationalities Within the national system, nationalism and ethnicity have become the focus of the construction of a multi-ethnic country. Affected by this background, ethnic relations will cause more social contradictions and fractures, and reduce the norms of ethnic governance [1].

If we want to enhance the harmony and unity of the country and society, we should promptly improve the various differences in social affairs, culture, economy, and politics. Such differences will have a greater impact on ethnic policies in the development process. If they are not well managed, they will affect all ethnic groups. Relations bring more contradictions. In multi-ethnic groups with strong ethnic attributes, such disputes and contradictions will cause great ethnic problems, and then reduce the stability of the social structure. Therefore, in order to realize the scientific nature of the governance of various nationalities in our country, relevant departments need to use effective measures to build a social structure of ethnic embeddedness in a timely manner, and use this social structure to solve the current problems and contradictions within the nation, and to enhance the professionalism of national governance. sex.

3.3 Better improve ethnic policies

In the process of resolving ethnic issues, relevant departments need to understand the culture, history, and development trend of each ethnic group in a timely manner. With the increase in ethnic issues, the people have gradually realized that the ethnic social structure under bad conditions is restricting the overall development and construction of the country and hindering the improvement of the social and economic standards. Therefore, it is necessary to use the construction of ethnic inter-embedded social structures to compare. Improve the ethnic policy, and strengthen the positive state of ethnic relations for economic development. Specifically, in the process of planning the national development process, relevant departments need to incorporate ethnic policies or ethnic social structures into normal development plans at an appropriate time, use appropriate theories to construct ethnic social structures, and increase people's attention to such structures. And understanding, strengthen the practical and theoretical value of ethnically embedded social structures, reasonably correct possible policy mistakes that may have occurred before, and

efficiently repair the fragmentation of the ethnic social structure that may have occurred before, and ensure the basic functions of multi-ethnic construction. Enhance the driving force of the country's development, so from the perspective of improving the ethnically embedded social structure, it can effectively improve various ethnic policies and realize the integration and development of multiple ethnic groups.

4. THEORETICAL CONNOTATION OF BUILDING A NATIONALLY EMBEDDED SOCIAL STRUCTURE

4.1 Belonging to the foundation of national construction

In terms of the theoretical connotation of ethnically embedded social structures, this social structure represents the foundation of national construction. Generally speaking, in the process of building a multi-ethnic country, if you want to build a suitable social structure, it is necessary to improve the internal indicators of the structure as an important construction goal, that is, to use a scientific and complete social structure to enhance the integration of various ethnic groups. Interaction with each other, so that all ethnic groups form a structured, emotionally connected, and interest-related community. From the perspective of ethnic policy formulation, when setting various ethnic policies, government departments should not only regard the policy as a governance strategy, but also use the enhancement of execution to improve more ethnic issues and bring all ethnic groups into consideration. The problem is regarded as a more unified national structure contradiction, and the national social structure can be improved by solving the overall problem. At the same time, when adjusting ethnic conflicts or contradictions, relevant departments need to set up more safeguard measures to effectively compensate for the previous phenomenon of only using ethnic policies to alleviate the problems of various ethnic groups, and effectively resolve more ethnic conflicts and problems. In the process of reforming the ethnically embedded social structure, relevant departments should promptly improve their current concepts. The optimized ethnic social structure should be regarded as a complete ethnic development policy, and various improvements to ethnic policies should be used to promote ethnically embedded society. The level of construction of the structure [2]. In addition, based on the social structure of ethnic inter-embedding type with appropriate adjustment function, its internal policies can play a role in resolving various ethnic contradictions in a timely manner, and relevant departments should use the ethnicity within the social structure to establish the relationship between ethnic groups. Development and foundation to promote the overall construction of national development theory.

4.2 is a new model of social structure

Because the national inter-embedded social structure has strong embedded characteristics, it provides a new set of ideas for the development of social structure when constructing the national social structure. Specifically, when constructing a multi-ethnic social structure, the internal core elements are equality of inter-ethnic relations and inter-ethnic structural relevance. The two elements have strong connections and some differences. If the item

elements are reasonably integrated, it can be seen that the ethnic social structure constructed by it is hierarchy and integration, equality and integration, hierarchy and separation, equality and separation, etc., with the help of the improvement of the data indicators to enhance the national social structure Construction effect. When looking for elements related to equality of inter-ethnic relations and inter-ethnic structure, the staff of relevant departments should analyze the relationship between the two types of data and information in a timely manner. If a certain element appears independently, it is difficult for the staff to apply this indicator to the construction of the national social structure. Enhance the professionalism of the construction of ethnic inter-embedded social structures in a timely manner.

In addition, during the construction of ethnically embedded social structures, relevant personnel should not only think of the theory of ethnic equality, but also use effective measures to increase the internal relations of various ethnic groups. Whether it is excessive integration or excessive separation, it will give the whole ethnic relationship. In order to better improve the balance problem, the managers of government departments put forward a new set of ideas for national development, namely, the construction of a nationally embedded social structure. Within this type of national social structure, it has both Certain ethnic separation characteristics have allowed various ethnic groups to achieve different degrees of integration through developmental bonds. The use of new theories has created internal connections between ethnic groups, and morphological aggregation is used to enhance the harmony and equality between ethnic relations.

4.3 Demonstrate the pluralistic characteristics of social structure

In the process of constructing ethnically embedded social structures, relevant departments must strictly abide by the principles of equality, subjectivity, and multi-directionality, and show the diversified characteristics of social structures. Generally speaking, in the development and construction of various ethnic groups, it is necessary to always carry out the working principles of mutual help, mutual learning, mutual appreciation, mutual tolerance, mutual respect and mutual understanding, and bring these principles into the social structure of ethnic mutual embedding. During the construction, the basic characteristics of the social structure are reasonably supplemented. On the one hand, with the help of the principle of "six mutual", it can be seen that the current direction of national development has the characteristics of diversity. The role of ties, the establishment of ethnic inter-embedded social structures based on the development of various ethnic groups in a timely manner, and enhance the initiative and initiative of ethnic development [3]. On the other hand, in the principle of "six mutual", we can also see the equality of the construction of ethnically embedded social structure. Since the construction of the social structure is not based on a certain ethnic group, when formulating the content of the national social structure, With multiple directions, the

use of multi-party construction models to give play to the subjective initiative of different nations, under the premise of fully respecting the will of their subjects, show the basic connotation of national equality, and enhance the scientific nature of the construction of national inter-embedded social structures . It is worth mentioning that, in terms of the internal basic connotation characteristics of the ethnically embedded social structure, relevant departments should use the concept of ethnic equality to present the principles of equality, multi-directionality and subjectivity in this type of social structure, and comprehensively improve The development content of ethnic inter-embedded social structures.

4.4 Achieve the goal of national unity

In the process of building ethnically embedded social structures, relevant departments should also use effective measures to achieve the goal of national unity. Generally speaking, no matter what kind of national social structure policy is formulated by government departments, the basis of its policy implementation is appropriate national unity, and different social structures have corresponding social unity plans. Managers should consider the current national social structure. The status quo of the development of the country is used as the basis for construction, to understand and grasp the specific needs of various ethnic groups in a timely manner, and to build a national social structure that meets the development of the country on the premise of meeting various needs.

In order to better create national unity in a multi-ethnic society, relevant departments can adopt both mechanical unity and organic unity methods. From the perspective of the former, although mechanical unity can improve the level of social unity at a certain level, this type of form has Inconsistent with the current state of the country's development, it is difficult to achieve the goal of building a nationally embedded social structure; while the latter is advanced and influenced by traditional ideas, people's concept of national unity is still more traditional, whether it is value or There are certain differences between emotions and beliefs. If a single method of ethnic unity is adopted, it will not only be difficult to resolve the current ethnic conflicts, but will also increase the tension and prevention of various ethnic groups. Therefore, relevant departments should use mechanical unity to control the internal ethnic groups. The actual situation of development uses a suitable angle to rationally apply the organic unity method. Before using this method, empathy must be used to gain the trust of multi-ethnic groups, and then appropriate methods of ethnic unity must be used to achieve the goal of ethnic unity and promote ethnic mutuality. The construction effect of embedded social structure.

5. OPTIMIZE THE EFFECTIVE REALIZATION PATH OF THE NATIONAL INTER-EMBEDDED SOCIAL STRUCTURE

5.1 Dispel the division of social structure

5.1.1. Create conditions for social integration

In the process of constructing ethnically embedded social structures, relevant departments should clarify the construction goals of the social structure, that is, increase

the integration of social structures, and the key to forming integration is to reduce the separation of social structures, which can also be called social integration or social integration. Integration. From the perspective of social structure integration, relevant departments should unify multiple elements in the social structure, even if they are interdependent and affect each other, they must take the initiative to create suitable integration conditions for the national social structure and effectively weaken the structure. The separation that takes away. For example, based on my country's multi-ethnic characteristics, there are different degrees of cognitive differences in psychology, culture, religion, and language. Such differences will have a great impact on the interaction of social groups. Therefore, relevant departments should use current The mastery of the cultures of various ethnic groups can be used to construct the social structure of ethnic inter-embedding type in a timely manner, and demonstrate the efficient communication methods of various ethnic groups in this structure [4].

5.1.2. Clarify the goals of social integration

When implementing social integration, relevant departments should clarify the basic goal of the integration in time, and use this goal to build a social structure that allows different groups to participate in and interconnect with each other. In the process of building ethnically embedded social structures, relevant departments should use effective measures to create exchange opportunities for all ethnic groups, that is, use appropriate exchanges among ethnic groups to grasp the actual development status of their ethnic groups, and effectively extend their interactive effects. Frequency and scope, etc., promptly resolve various communication problems with related ethnic groups before, and promote the construction effect of ethnic inter-embedded social structures. In addition, in order to better reduce the social separation between various ethnic groups, relevant departments need to popularize knowledge related to various ethnic cultures in their daily work and life, so that more people can grasp the true situation of the current national development status and use The change of ideology will enhance the understanding among various ethnic groups and improve the goal of social integration.

5.2 Reducing the exclusion of social resources

5.2.1. Reduce internal risks of social resources

Regarding the construction of ethnically embedded social structures, relevant departments should reduce the exclusion of social resources in a timely manner, that is, use better management and control to reduce the internal risks of social resources. Specifically, social resources also represent social absorption. If you want to increase the effect of social integration, you need to reduce its internal exclusion in time. Based on the level and complexity of social exclusion, the formal use will involve services, materials, and Rights and resources, etc., if some members of the society are difficult to carry out social and cultural activities due to certain reasons, the implementation effects of such activities will be reduced in a timely manner [5]. Due to the close relationship between social exclusion and poor social integration, after

the occurrence of this type of phenomenon, the internal risk of social resources will be increased in a timely manner, which will bring great hidden dangers to the construction of ethnic inter-embedded social structures. In the process of social structure, relevant departments should gradually reduce the exclusion of social resources, and use improvements of this nature to improve their internal risks and enhance the abundance and safety of social resource replenishment.

5.2.2. Integrate with the national social structure

When reducing the internal risks of social resources, relevant departments should use the exchanges between various ethnic groups to improve the allocation and flow of social resources, and provide appropriate development opportunities and results for each ethnic group. Generally speaking, in terms of current social resources, relevant departments need to provide equal life opportunities and social resources for all members of society. As there are some differences in the distribution of social opportunities and social resources among various ethnic groups, the effectiveness should be used. Measures to improve the current state, put better social resources into the national social structure, and effectively enhance the degree of social integration. In addition, in order to promote the development and prosperity of various ethnic groups, starting from the distribution of social resources, relevant departments need to allocate appropriate social resources for each ethnic group. Managers must reasonably adhere to relevant policies that are preferential to ethnic groups, and promote and encourage the integration of ethnic minorities in a timely manner. Degree, and better enrich social resources.

5.3 Reduce social and psychological alienation

5.3.1. Strengthen psychological effects

From the perspective of social psychology, the term related to social integration is social cohesion, that is to say, in order to better improve social integration, it is necessary to rationally unite various groups of people in social groups and reduce disadvantages such as social marginalization. Phenomenon. In the process of increasing the degree of social integration, relevant departments should use appropriate measures to reduce social psychological alienation, that is, effectively strengthen the psychological role. In real life, managers can use ethnic inter-embedded social structures to adjust people's psychology, make them feel different degrees of belonging, and then better achieve social identity and enhance the attractiveness of various groups. In the process of integrating social psychology, relevant departments can scientifically construct emotional and psychological connections. Because the specific form of social integration is difficult to completely improve the problem of psychological alienation, it is necessary to use social identity to improve the integration and understanding of various ethnic groups. In the process of building ethnically embedded social structures, relevant departments can use the increase of participating subjects to resolve more cultural differences and reduce the psychological alienation caused by customs, religion and culture.

5.3.2. Add viewing angle

In order to improve the suitability of the construction of ethnically embedded social structures, relevant departments can also increase the perspective of observation when transforming people's social psychology, that is, use appropriate communication platforms to enhance the understanding of each ethnic group and effectively improve the emotions among ethnic groups. Communication effect. When developing internal interactions among various ethnic groups, relevant departments can create various forms, that is, provide more thinking angles for social integration, so that individuals and groups of various ethnic groups can reasonably live in the current society, and improve ethnic inter-embedding types. The scientific nature of the social structure structure makes the content of the structure more complete, and timely improves the staff's business construction level [6]. It is worth mentioning that due to the different degrees of differences among ethnic groups, when constructing ethnically embedded social structures, relevant personnel should respect the differences displayed by them, and use a new perspective to improve the quality of integration of ethnic cultures. Enhance the level of national social structure construction, and on the basis of guaranteeing national and social integration, raise the overall level of nation-state system construction.

5.4 Set up the legal guarantee of the social structure

On the one hand, in the process of building ethnically embedded social structures, government department managers need to elevate various ethnic policies to the legal level. Regarding the ethnically embedded social structure, relevant personnel will propose a number of ethnic policies when constructing the structure. Before using this type of ethnic policy, it is necessary to accurately find out the commonalities between different ethnic policies in order to increase this type of ethnic policy. The implementation of policies requires that such policies be transformed into scientific and logical laws and regulations, and the unified planning of such projects can effectively enhance their implementation effects. At the same time, after improving the laws and regulations related to the policies of various ethnic groups, the relevant departments will also have a certain basis when implementing various measures within the ethnically embedded social structure, so as to improve the scientific nature of the operation and management of related systems in a timely manner[7]. On the other hand, after completing the construction of laws and regulations for ethnic policies, in addition to allowing more ethnic groups to implement similar policies and regulations, it will also allow government departments to clarify their own responsibilities and obligations. For example, when government departments manage the affairs of various ethnic groups, due to the different actual conditions of each ethnic group, it is also difficult to establish a unified basis for management. In the process of implementing ethnic inter-embedded social structures, due to their internal normative content Laws and regulations are universal, and they will have more basis when using such

ethnic policies. The department will also clarify its own responsibilities in its daily work, that is, in the management of related ethnic affairs, it will create appropriate management And use appropriate propaganda work to let more people understand the various functions of the current government departments. Through appropriate management and supervision, it can effectively enhance the ethnic management concept of such departments, enhance the coordination of democratic management, and promote our country. The development effect of multi-ethnic undertakings.

6.CONCLUSION

In summary, with regard to the governance and strengthening of ethnically embedded social structures, relevant departments should use the rational management of social resources and social psychology to reduce the negative impact of the previous ethnic social structure in a timely manner, and build a ethnically embedded society. During the structural period, the staff need to improve the development form of the social structure in a timely manner according to the actual needs of various ethnic groups, and provide suitable social motivation and social foundation for the construction of the country.

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A Comparative Study of English and Chinese Euphemisms in The Context of Intercultural Communication

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Abstract: Euphemism is both a cultural phenomenon and a linguistic phenomenon. It frequently appears in our daily lives and is the key to our successful communication. Euphemisms are also active in cross-cultural communication, business and other aspects due to their politeness, taboo and rhetoric functions, which provide great help for reconciling interpersonal relationships. Euphemisms originate from taboo culture, have a long history, and are inseparable from the development of culture. Therefore, on the basis of previous studies, combined with the basic theories of pragmatics, based on the similarities in the motivation and effect of the use of euphemisms in English and Chinese, the author adopts a comparative analysis method to describe the ways of expressing euphemisms in English and Chinese from a cross-cultural perspective and the implications behind them. A comparative study of cultural connotations was carried out to explore the functions and application principles of euphemism in cross-cultural communication, so as to explore how to use euphemism more appropriately in cross-cultural communication to successfully achieve the purpose of communication and improve the ability of cross-cultural communication.

Key Words: English And Chinese Euphemism; Cross-Cultural Communication; Comparative Study

1. INTRODUCTION

In cross-cultural communication, respect and courtesy are important prerequisites for successful communication. Euphemism, as a common social phenomenon in human society, is also a cultural phenomenon that exists in both Chinese and Western cultures. It frequently appears in everyone's daily communication, it is the mediator and lubricant in cross-cultural communication and an important part of cross-cultural communication. Correct use of euphemisms can eliminate cultural shock caused by different cultures, reduce pragmatic errors, and avoid communication there is an awkward scene, which makes both parties moved and happy to achieve the purpose of effective communication. However, due to the huge differences between Chinese and Western cultures and the influence of many factors, English and Chinese euphemisms have similarities and differences in terms of expression and cultural connotations. If you can't understand the similarities and differences in English and Chinese euphemisms, not only will it not promote cross-cultural communication, but it will have the opposite side effect.

2 DIFFERENCES BETWEEN ENGLISH AND

CHINESE EUPHEMISMS IN PERSPECTIVE OF CROSS-CULTURAL COMMUNICATION

2.1 Concerning Death

From ancient times to the present, death has been a topic that people want to keep silent, but birth, old age, sickness, and death are the norm for people. It is impossible for people not to come into contact with this topic. Death is a very mysterious matter that everyone sees. People in any country will be right. This is a taboo. It is a very unlucky thing in everyone's seriousness. Everyone is very afraid of death and does not want to mention it. In the deep-rooted traditional thinking of the Chinese people, due to the feudal thoughts among the people, the influence of Buddhism and Taoism, and there are still many things that science can't explain until now, people think that death is a very serious matter. People firmly believe that there will be reincarnation after death, so when you are alive, you must accumulate virtue and do good, so that you can have a good baby in your next life and become immortal after death. If a person does all bad things, people will curse him for going to eighteen levels of hell after death. But in ordinary people, death is very taboo, especially on festivals such as the Spring Festival, so people will use some more obscure words to express death. But different identities and different ages also have different ways of expressing death. For example, the death of an emperor is called "death", the death of a monk is called passing away, and the young is called dying because some heroic deeds such as soldiers will be expressed as sacrifices, and different reasons and identities will be replaced by different words. In modern times, people will use words such as "no longer", "go away", "no longer" and "old" to mean death. In Western countries, there is no reincarnation. People think that death is a normal phenomenon. However, because Westerners believe in Christianity and God, people hope that they can enter heaven. But people also have the same fear of death, so in English, pass away, go to sleep, be at rest, be out of pain, be not more, be with God, etc. are used to express the meaning of death. Regarding the euphemism of death, English and Chinese are similar in some respects. For example, both English and Chinese use "qi" to mean death. In Chinese, there will be death, and the last breath means death is imminent. There is also to breathe one's last in English to express the last breath. For the first time, there will be "go to another world" in English to express the hope to go to heaven after death, and in Chinese it will also mean to go to another world. In daily life, in China, when a person dies, people will say "old", "no longer", "go away", "dead", etc., while

in Western countries, when someone dies, people will say “Pass away”, “to rest in peace” and so on. Therefore, the euphemism in terms of death, English and Chinese, are similar in some descriptions, but there are also big differences.

2.2 Concerning Personal Privacy

Due to the different cultural influences of Chinese and Western countries, people’s views on the topic of personal privacy are completely different. Westerners pay more attention to personal privacy issues, and generally do not want to be mentioned, such as age, work, and income. However, due to the influence of Chinese traditional culture and life philosophy, people don’t pay much attention to other people’s personal privacy topics. For example, whenever people have parties or New Year’s holidays, people will discuss personal privacy topics. With children, the first topic is how the child’s grades are, followed by personal income, family income, work status, marital status, etc. These are topics that people prefer to discuss when they are free. But in Western countries, people prefer to have their own family as a unit, so even if they meet, they will not talk about these relatively private topics. Chinese people like to say that you have eaten when they meet, and Westerners like to talk about the weather when they meet. Start, “How is the weather today?”. Secondly, Chinese and Western views on personal age are different. Chinese people like to ask each other’s age when they meet, but Westerners don’t like others to ask about their own age, and they feel offended. Take the word “old” for example. In China, respecting the old and loving the young has been a traditional virtue of the Chinese nation from ancient times to the present. Most of the words describing the elderly are good words. It is very respected, and will give seats to the elderly in public, and will help the elderly as much as possible. Therefore, the word “old” is more of respect for others. The older you are, the more respect and love you will be respected and loved. Therefore, people in China generally call older people “elder”, “elder”, “elder”, etc. However, attitudes about age in Western countries are completely different, especially as women who don’t want to be mentioned about themselves. I hope they are young forever. They are very sensitive to age. They don’t think “old” means praise and respect, and they don’t want people to say that she is old. If you give up your seat in a foreign country, they might think you think he is old and feeling angry so his mother would not use “old” to call herself, but “elderly”. Therefore, they would call the nursing center ever-green club, which means forever young. Generally speaking, in China, people usually say “old friend, long time no see” and “have you eaten” when they meet, while in western countries, people usually say “How is the weather today?” and so on. So in personal privacy In terms of euphemisms, the differences between Chinese and Western concepts are still very large.

2.3 Concerning Sex

From ancient times to the present, especially ancient Chinese people have been very conservative in terms of sex. When talking about sex, they will use more subtle words to express it, such as “that kind of thing” and

“intercourse” to express sex. Over time, everyone will understand. Under the influence of traditional culture, people are generally less willing to talk about sex-related topics and appear very shy. Therefore, there are many euphemisms about sex. From the perspective of Westerners influenced by Christianity, many people think that human beings were created by Adam and Eve stealing the forbidden fruit. Therefore, Westerners are also very contradictory when facing the issue of sex, and they will not be like everyone else. Just say the word “sex” as you want, so there are many euphemisms about sex in English, “make love, sleep together, do it, have relation” and so on are all words that express sex in English. In addition, there are different ways of expressing euphemisms in English and Chinese when it comes to questions about some physiological phenomena. For example, in English, menstruation is called “I’m getting my periods”, “on the rag”, “my aunt flow is visiting”, “time of the month” and so on, which are all women’s names for menstruation. In Chinese, the ancient menstrual meeting was euphemistically expressed as “monthly event”, “kuishui”, “yuexin”, “yueshui”, etc. Modern Chinese women like to call menstruation “regular holiday” and “come on their body” “Auntie is here” and so on to indicate menstruation. Although the expressions of menstruation in English and Chinese are different, they all express the coming of menstruation euphemistically to avoid embarrassment. In today’s era, when talking about sex in China, people will say “applaud for love”, “have relationship” and so on to mean “sex”, while in Western countries, people will use “Sleep together” “do it” and so on to mean “sex”.

2.4 Concerning Physical Illness

From ancient times to the present, human beings have been very taboo on the topic of disease. They think it is very unlucky. Even if they are very sick, they will use white lies to cover up, and the descriptions are relatively light. When communicating, people try to use lighter or more auspicious words to communicate with others about diseases. Whether it is a patient, a family member or other people, they will use some nice words to talk about. From the patient’s perspective, everyone does not want to be tortured by illness. The use of euphemisms sounds like it can make your heart more powerful to overcome the disease; From the perspective of others, this can comfort the patient and make the patient recover faster. From the Chinese point of view, the ancient vague euphemisms such as “poor body, discomfort, and embarrassment” are used to express the current “severe, incurable, mentally ill” and so on, instead of directly speaking. “No help, very sick” and so on. The same is true in English. People don’t directly speak of cancer but “long illness” and they don’t directly speak of lunatics but people with “mental problem”. When you feel unwell, you will not directly say that you are sick, but say “I’m not feeling good”, “I’m not in a good state”. Moreover, Westerners will pay more attention to their own privacy and equality when they receive the influence of their own culture, so they will pay more attention to respecting others and hope to get a good response when communicating. So even if someone has mental problems, they will not joke or discriminate, but

will express their respect in a euphemistic way. All in all, although the expressions of euphemisms in English and Chinese are not the same, humans are relatively taboo on the topic of disease, and they want to take it lightly as much as possible, instead of making a big fuss about it, and generally hope to avoid it. It is hard to ask for good, so I will use some euphemisms to talk about it. In China, people usually say “unfortunate”, “uncomfortable” when they are uncomfortable. In the West, people usually use “under the weather”, “have a trouble” to indicate physical illness.

3. STRATEGIES FOR THE APPLICATION OF EUPHEMISM IN CROSS-CULTURAL COMMUNICATION

3.1 Using Context to Choose Appropriate Euphemisms

In cross-cultural communication, the more difficult thing is that due to the huge cultural differences that existed between countries, many embarrassing scenes may occur in the communication, which is not conducive to the smooth cross-cultural communication. Therefore, in cross-cultural communication, we must choose appropriate euphemisms according to different contexts. Choosing the correct euphemism is an important factor for the success of cross-cultural communication. When we communicate across cultures, we have to choose different euphemisms according to different times, places, and places. When you are nervous and discussing sad topics, try to use more vague euphemisms, and don't be too straightforward, so as not to hurt others' face and bring trouble to yourself. But in more auspicious places, you can use more festive euphemisms to set off a happy atmosphere. In addition, it must be based on the interlocutor's personal circumstances, such as age, occupation, and so on. If you are older, try not to use words like old. If the interviewer is a female, you should pay more attention to privacy in the conversation to avoid embarrassing situations, and try to use more subtle euphemisms. At the same time, we must pay attention to the cultural background of the communicator and choose appropriate euphemisms. Language is the manifestation of culture, so we must learn more about the cultural customs of different countries to avoid choosing inappropriate euphemisms due to cultural differences. For example, the Chinese do not like the 4 number, but they think that even numbers are more auspicious numbers. However, English-speaking countries think that the singular is more auspicious. Therefore, we must learn more about different cultural customs to select the most suitable euphemism.

3.2 Attaching Importance to the Cultivation of Cross-Cultural Awareness

Because the awareness of cross-cultural communication needs to be cultivated, it is slowly realized in interpersonal communication. Therefore, we must begin to focus on the cultivation of cross-cultural communication awareness in our daily lives. We must actively learn the cultural background, connotation, customs, etc. of foreign countries, and we can also experience the cultural differences of foreign countries through some practice. At

the same time, we must not be blindly self-confident, and we must actively learn and understand the differences between foreign cultures and our own cultures, and avoid misunderstandings due to cultural differences. At the same time, while understanding foreign cultures, cross-cultural communication can be realized more quickly, and anxiety caused by cultural differences can be alleviated. How to learn foreign cultures and cultivate the awareness of cultural communication requires us to use books, the Internet and other tools to achieve our goals. At the same time, the school can promote the importance of cross-cultural communication, and provide a good foundation and atmosphere for the cultivation of students' cross-cultural awareness. Respect foreign cultures and customs while mastering their own culture, so as to facilitate faster and effective cross-cultural communication.

4. CONCLUSION

Language is the carrier of culture. Different cultural connotations can be observed through the languages of different countries. The generation of euphemisms is based on the needs of humans for social communication and is implemented in each of us in our lives and learning. We are dealing with euphemisms all the time. Therefore, through the comparison of euphemisms in English and Chinese, we can understand the cultural connotations behind them, and make people pay more attention to the differences and similarities of euphemisms in English and Chinese. Combining the cultural background of the communicator and improving the awareness of cross-cultural communication can we better Conduct cross-cultural communication, reduce cross-cultural communication errors, and smoothly achieve the desired goal of communication. At the same time, choose appropriate euphemisms according to the appropriate context to express your opinions more accurately and implicitly. At the same time, the times are constantly progressing. The old euphemisms are constantly being eliminated and new euphemisms appear. Therefore, we must keep up with the pace, base ourselves on the culture of the country, grasp the development direction of euphemisms, and use euphemisms appropriately and appropriately. To achieve the purpose of cross-cultural communication. But euphemisms are not applicable in all situations, so we need to study euphemisms more deeply in order to use them more appropriately.

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