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CONTENTS

The Path Analysis of The Professional Development of Library and Archives Management Staff in The Information Age

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Abstract: In the information age of Beijing West, the post responsibilities and post requirements of the library and archives management personnel tend to be more professional. The professional level of the library and archives management personnel directly affects the scientific and standardized level of the archive's management work. Therefore, under this background, we must strive to speed up the library and archives management personnel team under the background of the information age through various effective measures It can effectively promote the quality and efficiency of Library and archives management in the new period.

Keywords: Information age; Library and archives management personnel; Professionalization; Path

1.INTRODUCTION

The information age puts forward higher requirements for the work of Library and archives management personnel, and provides a new opportunity for their professional construction and development. At present, there are still many problems in the process of the professional development of the library and archives management staff, which has become one of the main bottlenecks in promoting the library and archives management work in the new era. Therefore, we must focus on accelerating the construction and development of the library and archives management team, and promote the connotative development of the library and archives management in the new era [1-2].

2. CONNOTATION ANALYSIS OF THE PROFESSIONAL DEVELOPMENT OF LIBRARY AND ARCHIVES MANAGEMENT STAFF IN THE INFORMATION AGE

The so-called professionalization refers to a certain quality that must be possessed in order to meet the requirements of a certain occupation, and the pursuit of becoming a qualified excellent professional person [2]. Professionalization is generally required to meet three standards, namely, the professionalization of the staff, the relatively sound professional organization system, and the harmonious occupational environment. The professionalization of Library and archives management personnel team refers to that as a specialized profession, the library and archives management personnel have their own unique and professional professional requirements, and have relatively complete career development system and professional standard requirements. At the same time, they have the social status recognized by themselves and have the characteristics of specialization, stability, and specialization.

The information age has injected a new meaning into the work of Library and archives management, which is a combination of theory, knowledge, and practice. The development goal of the professionalization of Library and archives management personnel is achieved through a series of steps and links. Specifically, it is necessary to establish and gradually improve the qualification of Library and archives management personnel, clarify and dynamically adjust their work Requirements and norms, scientific and efficient evaluation and incentive mechanism and reasonable career development path, etc. through professional development, the library and archives management personnel can complete the corresponding work through this post, realize the unity of personal value and social value; make the library and archives management become a popular occupation with a certain social reputation; through the professional development, the library and archives management personnel can complete the corresponding work through this post, and realize the unity of personal value and social value With the development of information technology, the library and archives management gradually has the discipline background knowledge and ability to engage in archives collection, classification and management under the background of informatization, and to build a professional library and archives management team with strong working ability, high professional level and deep academic quality.

Under the background of informatization, the connotation of professionalization of Library and archives management team is relatively wide, mainly including team construction, relevant organization setting, career content planning and professional spirit shaping, etc. its professional standards are mainly reflected in the socialization and specialization, standardization and legalization, knowledge and academic aspects of the archives management personnel team, so it can be said that informatization Under the background of the times, the professional construction of the library and archives management personnel team is a relatively long process. It is necessary to establish a complete long-term mechanism for the professional development of the library and archives management personnel team, to ensure the realization of its professional development

goals on schedule.

3. THE LONG-TERM MECHANISM OF THE PROFESSIONAL DEVELOPMENT OF THE LIBRARY AND ARCHIVES MANAGEMENT STAFF UNDER THE BACKGROUND OF INFORMATIZATION

3.1 Change ideas and strengthen policy support

Under the background of information technology, it is imperative for people to deepen the understanding of archives management. With the in-depth development of information technology, the management of books and archives is becoming more and more scientific, professional and intelligent, which requires all departments at all levels to focus on changing the working concept, truly realize the important role of Library and archives management personnel in further improving the process of Library and archives management, and timely issue corresponding policy support in the process of professional development of Library and archives management personnel Hold. As the librarians themselves, they should also realize the leading role of their profession in the process of Library and archives management, enhance their sense of identity with their own profession, and strive to cultivate their own professional ideas, including work philosophy and value orientation, and strive to create a good organization for the long-term mechanism of the professional development of the library and archives management team under the background of information Atmosphere.

3.2 Strengthen education and training support

As mentioned above, the content of the professional development of the library and archives management personnel team under the background of informatization includes many aspects, including the knowledge and academic of the library and archives management personnel. In other words, the library and archives management personnel must constantly improve their comprehensive quality, to effectively adapt to the practical needs of the library and archives management work under the information background. At present, there are still some problems in the process of the construction of many library and archives management personnel, such as the team is not stable enough and the degree of specialization is not high. Therefore, all localities should focus on strengthening the training and education of Library and archives management personnel, helping them design their professional life, improving and broadening their career development channels, and promoting their professional development by specialization Through the combination of pre job training and on-the-job training, we will build a three-dimensional and multi-level training system for Library and archives management personnel, gradually improve their professional quality and professional level, and boost the professional construction of Library and archives management team.

3.3 Standardize management and strengthen system support

Under the background of information technology, the professional development of Library and archives management personnel team can not do without the guarantee function of perfect system construction. It is necessary to gradually improve the employment system management of Library and archives management personnel, clarify the corresponding standards for the employment and occupation access of Library and archives management personnel, gradually standardize the standards for the retention, appointment and quality requirements of Library and archives management personnel, clarify their qualifications and quality requirements, and further specify the work scope, work content and work requirements of Library and archives management personnel We should actively create conditions to encourage library and archives management personnel to actively carry out career self-design and explore career development planning, and establish short-term and medium-term and long-term goals of their own career development; we should further improve the economic treatment and social status of Library and archives management personnel, form a sound incentive and security mechanism, and strive for the management of books and archives The staff should create a good working environment and policy environment to ensure that they have working conditions and space for development.

4.CONCLUSION

In a word, under the background of information technology, the professional development of Library and archives management staff is not only the objective requirement of the development of the times, but also the necessary meaning of promoting the scientific and standardized management of books and Archives under the background of informatization. Under the background of information technology, the professional development of the library and archives management personnel team is not achieved overnight, but needs to go through a relatively long dynamic development process. It requires that all localities should not only focus on the current situation, properly deal with and solve the outstanding problems in the process of the professional development of the library and archives management team, but also focus on the future Make new requirements, scientific and reasonable design, and steadily promote the professional development of Library and archives management personnel under the background of informatization.

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Research on Interactive Experience Design Based on Augmented Reality (AR) Application in the Digital Age

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Abstract: With the development of augmented reality technology, the applying value of augmented reality with immersive experience has been recognized, and augmented reality technology has begun to penetrate various fields. This paper starts from the concept of immersive media and augmented reality technology, expounds the close relationship between augmented reality and interactive design, analyzes the outstanding cases on the market, and summarizes principles of interactive experience design for AR application, which are based on user needs, coexistence of professionalism and interest, realistic information and natural interface design, and enhancement of multi-sensory immersive experience, as well as the design direction that needs to be paid attention to, so as to provide ideas for design practice.
Keywords: Augmented reality; Interaction design; Application content design; Immersive experience

1. AR TECHNOLOGY AND APPLICATION

Nowadays, with the development of the digital age, the virtual world produced by computer network has made profound changes in people's outlook, behavior, and life style. Augmented reality (AR) is a technology that can seamlessly mix the real world and the virtual world in real time and provide users with a better sense of immersion and reality [1]. Augmented reality technology simply refers to the technology that combines the real world with virtual experience [2].

AR research began in 1968. Ivan Sutherland, father of computer graphics and virtual reality, introduced augmented reality system into the research of head mounted display. In 1990, Boeing researcher Tom Caudell first used "augmented reality" in his paper. It is widely recognized in the research of augmented reality that Ronald Azuma in 1997 combined the concept of augmented reality with real world elements and virtual images to realize real-time interaction existing in three-dimensional space. Then Ronald Azuma defined three characteristics of AR. Firstly, the existence of real-world elements must exist without time or virtual world image errors. Secondly, the virtual image or object must be reflected in the real world in 3D form. Thirdly, the real-time interaction with users' needs to be smooth [3].

Generally, AR is a concept existing between the real world and the virtual world. It is a technology originated from the field of virtual reality. It mixes real and virtual information together to interact with users, and goes beyond the content that can be experienced in a limited way in the real world. As the user's perceiving psychology and corresponding effect in the process of visual informative interaction with augmented reality technology enhance the user's sense of immersion and existence, the application based on AR can enhance the user's sense of experience, to achieve business goals and social innovation.

2. AR AND INTERACTIVE EXPERIENCE DESIGN

The key to the application of AR technology is how to improve the interaction design of user's good experience. The concept of interaction design was formally proposed and set up as an independent discipline in the 1980s. The initial interaction design focused more on the interactive process and behavioral system between people and the computer, which was closely related to ergonomics, user psychology and other disciplines. Its research and application in industrial design, screen-based design of computer application and UI design (user interface design) are relatively more mature and perfect. As a research category focusing on user interactive experience, interaction design was proposed in 1984 by Bill Moggridge, one of the founders of IDEO. In his book Designing Interactions, however, the expression of interaction design had not been extended to VR / AR, and more still stayed on game design, web design, screen interface design and interactive experience. Three-Dimensional User Interface: Theory and Practice, written by Bauman et al., discusses three-dimensional interactive interface in space from three-dimensional user experience, design, and evaluation. However, with the increasing demand for interactive experience, immersive AR with immersive, interactive, and imaginative multi-sensory experience has been brought into the field of interaction design.

3. AR AND INTERACTIVE EXPERIENCE DESIGN

AR includes AR hardware system, AR software system and AR application content.

Table 1. AR classification

AR hardware system	shape industrial design
AR software system	OS and other system platform design
AR application content	application and content design

Especially in the AR application content, the user experience will be different from the original two-dimensional content, and the differentiated design

strategy of content design must be established accordingly. Therefore, it is necessary to design and research the user experience to improve the user satisfaction of AR application, to enhance the user stickiness, and then achieve the goal of commercial purpose and social innovation. We study and analyze in the field of AR application content. At present, AR application has penetrated various fields, and rapidly integrated into all aspects of life and work with the increasingly mature technology. According to the types of augmented reality content, it can be divided into four areas: marketing and advertising, entertainment, education, art, and culture.

3.1 Marketing and advertising

Augmented reality (AR) advertising provides the sympathetic experience of 3D images, so users (consumers) can interact in real time to immerse themselves in advertising naturally.

The popularity of interactive marketing is increasing in the field of marketing and advertising, which because of the need for a method of inducing voluntary visits from the public rather than simply providing a medium for product information. Consumers can feel the interest and immerse themselves in it at the same time, and have a positive impression and evaluation of the company's brand or product. For example, Chengdu Renhe department store "commercial art and interactive image" is an excellent AR shopping space design case, which is a work combining interactive images and ar Augmented reality for Renhe new city in Chengdu. Renhe Zoo uses live AR technology to present interactive content with animals-themed, gorgeous colors and different textures. It adds photography to the story of the content, so that visitors can actively participate in and enjoy the image content. And it also guides naturally the video and image sharing online.

3.2 Entertainment

In the field of entertainment, AR game applications occupy the largest mode. The most famous case is Nintendo's "Pokemon Go" augmented reality game launched in 2016, which provide a way for the public to experience augmented reality. Compared to other games, Pokemon forces you to walk out of your house and your comfort zone. You must be physically and mentally active; you need to find and capture virtual monsters in the real world and go where the Pokemon stays to get more information and catch objects, and finally find strategies for making stronger Pokemon and reaching higher levels. "Pokemon go" has become one of the most downloaded mobile apps in the world. It is one of the most downloaded games in more than 27 countries (more than 100 million), and one of the highest user retention rates among all mobile game applications.

The most important elements of augmented reality in the field of entertainment are direct "experience" and intuitive "experience". Through the application of augmented reality and the reality reflected in mobile phone, it is used as augmented reality game space, which brings rich experience at the same time. In fact, mobile phone AR mobile game is a form that users can participate in and enjoy. Its core is to use the sensor of camera in mobile phone, which can realize all kinds of information and fun through object or position recognition. Users can experience and use it, and can directly interact with the screen in the field. But it is worth noting that the design of AR content needs to be developed according to people's cognitive ability and senses.

3.3 Education

Augmented reality education application is an application of direct participation in education methods, which can see, hear, touch, and learn various types of knowledge content, and can carry out experience-based learning through perception and immersion and direct interaction. Traditional education is inseparable from books, and augmented reality education applications can also be perfectly combined with books, such as tagme3D. It is a book application dedicated to helping non-native English children learn to speak English. It is composed of 4 books and 400 words, including basic spelling and natural spelling materials that should be learned before kindergarten. After scanning the picture in AR mode, the 3D version of the image will be displayed. The image will teach the children to pronounce and spell the corresponding words. For example, when learning the word tiger, the app will scan the tiger image in the book and mobile 3D tiger image will jump out of the book. "Tiger, this is a tiger" will be read at the same time. Books designed with AR technology are more vivid and interesting, and can stimulate the interest and motivation of learning.

3.4 Art and culture

Augmented reality is the most widely used in the field of art and culture. For example, in 2020, Huawei and Dunhuang Institute jointly launched the "Dunhuang super perception image". With the help of Huawei P40 series mobile phones as the media, the virtual image of nine color deer is realized through the super perception image function, and a mysterious world of interaction between virtual and reality is created which combined the real Dunhuang Mogao Grottoes scene. Huawei River map mainly uses centimeter level space identification technology to rebuild a virtual Mogao Grottoes space which is the same as the real scene. With the power of science and technology, Dunhuang has extended from the dark Grottoes to the infinite digital space. Its AR interactive experience allows users to enter Dunhuang Grottoes for immersive visit. With the popularity and application of 5G, tourists can experience the effect of AR digital content which is clearer and more realistical in the process of sightseeing, and can have a real three-dimensional immersion experience.

4. DESIGNING PRINCIPLES OF AR APPLICATION INTERACTIVE EXPERIENCE

4.1 Based on users' needs, with both professionalism and amusement

AR application can render virtual digital information in real-time environment, and help users complete a task and activity by combining reality and virtual. Therefore, in the process of AR application content design, we

should fully recognize the core role of user requirements and insist on the user-centered design and development. It is worth noting that AR technology is only a method and method to solve problems. Designers should use technology to show the ability of design to solve problems, and technology cannot be equal to content. For example, Tagme 3D application is to fully cater for the user's needs. Tagme 3D user group is a group of children who need to learn English and their native language is not English. So, in AR application content design, cartoon virtual image and English pronunciation are used to close with users, and then users can quickly accept the information they want to learn to achieve the purpose of learning language.

For the design of AR application content, we should consider the specialty and interest. For example, the Dunhuang super perception image mentioned above shows the complete professional Mogao Grottoes information to users by AR technology. The sensory experience of virtual and realistic intersection has strong interest.

4.2 Realistic information and natural interface design

AR application has gradually become the developing trend of computing equipment. Immersive AR technology can break the cognitive barrier between man and machine, and help people interact with the digital world in a more natural way. Materialized information is to present some virtual information or instructions directly on the relevant real scene, which is convenient for users to understand and operate. For example, the game application Pokemon Go is to make full use of realistic information for design, and interact with virtual game information and cartoon images in real scenes. Natural interface design is a kind of human-computer interaction mode which is more suitable for human needs and preferences, and users can be more natural and closer to the real behavior. In the interaction mode, it is mainly about "voice, gesture, and touch". The natural interface design can minimize cognitive friction, to reduce the distraction when doing tasks, and achieve the goal more efficiently. Therefore, AR application design should pay attention to the design of realistic information and natural interface.

4.3 Enhancement of multi-sensory immersive experience

In order to provide users with more comprehensive information and all-round experience, and create multiple narrative aesthetic feeling, general AR applications try to mobilize users' multiple senses to operate together.

First, an excellent AR application should have a friendly interface, and the operation mode and interactive gesture should conform to the user's natural cognition and operating habits. For example, in the case of Renhe Zoo, it is a familiar way to make AR applications interact with users by means of taking photos. Secondly, we should prevent excessive use of AR technology to attract users' attention to avoid reaction. The presentation mode should not be too single. Combined with various means of collaborative display, we can reduce users' cognitive load and sensory quality decline caused by the mode of information presentation. In the process of user operation, it can give real-time feedback on hearing or touch, and establish the intimate relationship between virtual objects and users.

5. CONCLUSION

In recent years, augmented reality technology can make modern people's life more convenient. It makes full use of our human senses, provides virtual information as the real world, and removes the real information technology. In the immersion experience, it opens the vision of people's extensive use and changes people's way of life and behavior. However, in the theoretical research of augmented reality, more emphasis is placed on the technical level. But with the stability of technology, novelty has been unable to meet people's needs. The application of sensory design, cognitive design and physical interaction design is the research focus of AR application in the future, and more scholars are expected to participate in this research.

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Network Public Opinion Governance of Public Health Emergencies in the New Media Age: A Case Study of the Changsheng Problem Vaccine Incident

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Abstract: To analyze the governance of network public opinion in the event of the Changsheng Problem Vaccine, and to provide reference for the government and relevant departments to better guide and respond to the network public opinion of vaccine-related public health emergencies. Using Sina micro-hotspot system and taking national netizens as the research object, this paper collects relevant data of the time span from July 15th to July 29th, 2018, and analyses the public opinion governance of the Changsheng Problem Vaccine Incident from four aspects: the evolution trend of network public opinion, the media dissemination of public opinion, public opinion attitude and government public opinion response. The trend of the volume of the Changsheng Problem Vaccine Incident is basically consistent with the evolution of the public health events. Emerging social media has become the main platform for discussion of related topics, and Weibo has become the main medium for public opinion communication. The public is an important force in the development of network public opinion. Negative emotions such as anger and panic are prone to distrust. The government's positive and effective response can effectively enhance public confidence and stabilize emotions. The governance strategy of network public opinion in public health emergencies should enhance the crisis public relations ability of the involved subjects, improve the supervision mechanism and system construction of the government and relevant departments, strengthen media self-discipline, and play the role of opinion leaders in public opinion communication, and increase public health Knowledge to guide rational behavior.
Key words: Changsheng problem vaccine; Public health emergencies; Network public opinion; Public opinion governance

1.INTRODUCTION

In recent years, China's public health emergencies occur frequently, which has attracted the attention of the government and relevant departments. In particular, the occurrence of a series of problem vaccine events has aroused great concern of the society and become a hot spot of public opinion. The network public opinion of public health emergencies refers to the Internet public opinion that Internet users take the Internet as the communication platform and take public health events as the topic. In today's all media era, network media has become the main channel for the public to obtain information. [1] Once the problem vaccine incident was reported, the relevant information spread rapidly on the Internet, causing public panic, causing overreaction, and threatening social stability.

The longevity vaccine event has the dual characteristics of public health and network public opinion. Vaccine incident is a kind of public health emergency, which is related to the life and health of children vaccinated. In the context of risk society, the combination of public health emergencies with the characteristics of instant and rapid dissemination of social media information is particularly easy to trigger online public opinion, generate Internet rumors, and cause public opinion panic, which needs to be attached great importance. [2] Therefore, this study takes the "longevity problem vaccine" event as an example to analyze the evolution trend of network public opinion, the dissemination of public opinion, the public information demand and the government public opinion response in the vaccine event, so as to provide reference for the network public opinion governance of similar vaccine related public health emergencies in the future.

2. DATA AND METHODS

2.1 Event overview

On July 15, 2018, the State Food and Drug Administration (SFDA) issued a notice that Changchun Changsheng had made false records in the production of freeze-dried rabies vaccine for human use, and the problem vaccines were exposed in succession, causing public concern about children's health. Changchun Changsheng launched the self-examination procedure, implemented the recall of the problem vaccine, and issued a statement, but it did not calm down the public heated discussion. On the 18th, the public was strongly dissatisfied with the amount of tickets issued by the Jilin provincial drug administration. On July 21, an article named "king of vaccines" quickly became popular in wechat circle of friends. This article pushed the issue of vaccine safety to the top of the storm. After many days of fermentation, the network public opinion on the vaccine event of longevity problem was completely detonated. On the 29 day, the Public Security Bureau drew the relevant suspect to the arrest. So far, the vaccine counterfeiting

event has triggered public discussion on vaccine safety, vaccine supervision and other topics. According to the statistics of sina micro hotspot big data platform, as of 24:00 on July 29, 2018, the amount of information related to the longevity problem vaccine event in the whole network reached 5668140, and the heat index was 64.04%.

2.2 Research methods

At present, Sina micro hotspot analysis system has been familiar with and widely used in the big data environment, with high influence and credibility. In this study, Sina micro hotspot system was used to collect the public opinion data of the "longevity problem vaccine" event from July 15 to July 29, 2018, taking netizens nationwide as the research object, and sorting out and analyzing the evolution trend of online public opinion, network public opinion dissemination, public opinion attitude and government public opinion response, and put forward the public health emergency The strategy of event network public opinion governance.

3. RESULT ANALYSIS

3.1 Analysis on the evolution of network public opinion on the longevity vaccine event

From the change trend of the event volume (see Figure 1), the evolution trend of the network public opinion of the longevity problem vaccine event experienced four stages: the precursor period, the outbreak period, the fluctuation period and the fading period.

3.1.1 Precursory period (July 15-july 20, 2018): during which the public opinion volume continued to grow. On July 15, the State Food and Drug Administration informed Changsheng biological subsidiary Changchun Changsheng rabies vaccine production record fraud. Since then, public opinion on the problem vaccine broke

out one after another, triggering a "national" hot debate. Later, Changchun Changsheng responded one after another, trying to eliminate public opinion panic by "recalling" and "the vaccine has not yet been delivered". However, things went against our wishes. The incident continued to ferment and the volume of voice continued to rise. Due to the failure of enterprise self-examination to calm public opinion, and another vaccine of Changchun Changsheng was found to be unqualified, the volume of vaccine incident rose again from the 20th.

3.1.2 Outbreak period (July 21-july 23, 2018): on the 21st, the voice volume of public opinion began to rise sharply, and on the 23rd, the volume reached the peak (1526664), representing the highest concern of the public opinion. On the 21 day, a WeChat official account entitled "vaccine king" spread rapidly, becoming an article on social media screen, which made public opinion more rapid. The article and its derivative topics broke out in a short period of time, and the problem vaccine caused hot public discussion, with the highest public opinion on the 23rd.

3.1.3 Fluctuation period (July 24-29, 2018): compared with the previous period, the volume of public opinion shows a downward trend, with occasional low amplitude fluctuations. On the 22nd and 23rd, the truth was found out about the vaccine incident, and the public's negative emotions were controlled to a certain extent. After that, the volume of public opinion continued to decline.

3.1.4 Dissipation period (after July 29, 2018): the volume of public opinion remains low. After the publication of the investigation results, the response to the questions about the vaccine, the control and punishment of the people involved, etc., the incident was calmed down. Internet public opinion is gradually falling back.

Fig.1 Trend of the volume of vaccine events in longevity problem

3.2 Analysis on the network public opinion transmission of longevity vaccine event

The micro hotspot system was used to make statistics on the media that released the information related to the problem vaccine in 2018. From the perspective of various types of media reports (see Table 1), the amount of relevant information reported by microblog was 5095066, accounting for 89.89% of the total amount; the amount of relevant information reported by wechat was 174739, accounting for 3.08% of the total. The coverage of microblog and wechat accounts for more than 90% of the total amount. The information broadcast of emerging social media occupies a major position in media reporting,

and the amount of information broadcast far exceeds the traditional media such as websites, forums, news and so on. The emerging social media has become the main platform for the discussion of related topics, and microblog has become the main media leading the online public opinion. On the 21st, in just two hours, the king of vaccines and related topics reached 1.451 million pieces of related information, and 1.347 million pieces of micro blog information, accounting for 92.87%. It has become the main platform for event network communication and public opinion hot discussion, followed by wechat platform.

Table 1 Media reports and proportions of various types of vaccine events related to longevity problem [n (%)]

Media type	Micro-blog	WeChat	Client	Website	Forum	Journalism	Other
Number	5095066 (89.89%)	174739 (3.08%)	111043 (1.96%)	102591 (1.81%)	101487 (1.79%)	50266 (0.89%)	32948 (0.59%)

According to the geographical distribution of the event followers (see Figure 2), Guangdong netizens are the most concerned, with 817538 pieces of information highlighted. In addition, Internet users in Beijing, Jiangsu, Shandong and other places are also more concerned about this matter. With the unfolding of the incident, it also spread to Henan, Anhui and other provinces that have been found to be involved in the problem vaccine. The regional public opinion also continued to rise, showing a low light. The longevity vaccine event has broken through the regional restrictions and circles, and its influence has radiated to the whole country, and has become a hot topic among the whole people.

Top 10 Information Concerned by Geographical Distribution

ANHUI 185185
HEBEI 212392
SICHUAN 215721
SHANGHAI 292691
HENAN 298031
ZHEJIANG 372104
SHANDONG 402921
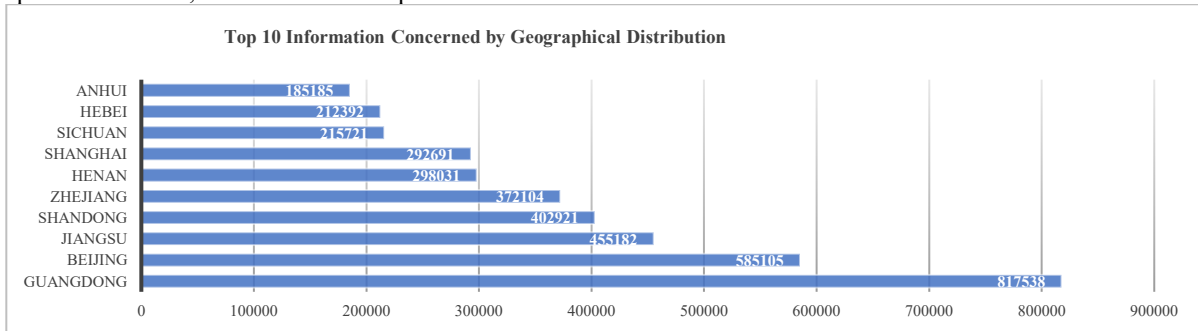JIANGSU 455182
BEIJING 585105
GUANGDONG 817538

Figure 2 Geographical distribution of attention to the vaccine events of longevity problem

3.3 Analysis of online public opinion on the longevity vaccine event

3.3.1 Analysis of netizens' topics

The problem vaccine event caused a lot of attention of netizens, and the topic of online public opinion was gushing. After analysis, the words "problem vaccine", "longevity", "ineffective supervision", "thorough investigation", "sentence", "fraud", "health", "anger" and "trust" have become the core words in the network communication process of related events. Throughout the event, netizens' topics are mainly divided into three aspects: vaccine production, vaccine safety and vaccine supervision. Specifically, first, thoroughly investigate the problem vaccine and severely punish the enterprises involved. Online big V @ Liu qiangdong, @ Zhang Jie, @ Liu Xuan and others published articles on social media, asking the relevant departments to strictly investigate the enterprises involved and severely punish the person in charge of the enterprises. The comments of the network big V have been followed up and forwarded by many grassroots netizens. Second, they worry about health risks and distrust the vaccine industry. Some netizens checked the vaccination record book and found that their children had been vaccinated with the problem vaccine, and they were worried that there would be side effects and potential health risks. Although authoritative medical experts have made explanations, there are still netizens expressing concerns about continuing to vaccinate on time, supplementary vaccination, and the quality of domestic vaccines. The third is to question the regulatory issues and look forward to the authority truth. Netizens believe that there are loopholes in vaccine regulation, and many problematic vaccines are flowing into the market and injected into children's bodies, exposing problems in the supervision of vaccine circulation. Questioning the response of the enterprises involved, some netizens believed that the response of Changsheng bio was not worthy of the public's trust because of its lack of basic sincerity. Some netizens also pointed out that Changsheng biological response did not give a reasonable solution, did not accept apology, should let Changsheng biological bankruptcy delisting.

3.3.2 Emotional analysis of netizens

There were 5668087 pieces of information and 3663254 pieces of sensitive information, accounting for 64.63% of the total number of network dissemination information of the vaccine event of longevity problem, which shows the strong negative sentiment of public opinion. According to the statistical chart of netizens' emotions (see Figure 4), among the negative emotions, 33.37% netizens expressed anger, 9.93% expressed sadness, 5.22% expressed fear, and 33.03% expressed neutral emotions. Through the keyword analysis of network communication, "anger" and "panic" become the main public opinion emotions, and the negative emotions account for 48.52% of the total, which indicates that the vaccine incident has caused serious negative impact on the public to a certain extent. In addition to "anger" and "panic" and other strong negative emotions, there are also "moral bottom line" and other feelings of disappointment and sadness, which laterally expresses the concern of children injected with vaccine and the anxiety of parents. At the same time when the vaccine incident triggered a large-scale negative public opinion, all kinds of news from the Internet spread in the public opinion field, and formed several topics. Under the distrust and anger caused by the problem vaccine, netizens launched hot discussions, and rumors filled the public opinion field, resulting in even more negative emotions. Later, the proposal of important instructions in the vaccine case raised the positive emotions of netizens.

3.4 Response analysis of government public opinion on

longevity vaccine incident

As the contents of vaccine related public health emergencies involve professional knowledge, the investigation and disposal must be carried out by professionals and relevant departments. The government and relevant departments play a major role in public opinion response. On July 15, after the birth problem vaccine incident, the official micro blog of the State Drug Administration reported the situation to the public at the first time. The disposal of timely information disclosure by the government did not cause the popularity of online public opinion, which controlled the development of public opinion to a certain extent, and the public began to pay attention to the event. On July 18, the Centers for Disease Control and prevention in many places announced that the vaccine against longevity problems would be discontinued. The public has been paying continuous attention to the progress of the event. On July 20, Jilin Provincial Food and Drug Administration released information on punishment cases on its official website. The public thought that the punishment was too light, causing dissatisfaction and heated discussion. Subsequently, the government and relevant departments actively involved in the investigation and handling of the incident, and timely informed the public of the handling results, to alleviate the public's anxiety to a certain extent. Under the instructions and responses of the relevant departments on July 22 and July 23, the follow-up work and progress of various media have guided the public to grasp the latest progress of the event, increased public confidence, played a good role in alleviating public opinion, and gradually decreased negative emotions.

Table 2 Public opinion response of the government and relevant departments

Government and related departments	Response contents and measures	Coping effect
State Drug Administration	@China's Drug Administration issued a notice that Changchun Changsheng had the problem of vaccine counterfeiting.	Public attention
Centers for Disease Control and prevention in Shandong Province	Release information, Changchun Changsheng problem vaccine has been discontinued.	Public concern
Jilin food and Drug Administration	The official website publishes punishment case information.	Public discontent
Relevant departments such as regulatory department, public security department, procuratorate and so on	Act quickly, actively participate in the investigation and handling of the incident, and release authoritative information in time.	Relieve anxiety
Senior government	Make important instructions on this incident.	Increase public confidence
Government and CDCS	We have responded to the flow of vaccines and re inoculation.	Eliminating public panic

4. DISCUSSION AND SUGGESTIONS

4.1 From the perspective of the evolution process of network public opinion, the change trend of the volume of longevity problem vaccine event is basically consistent with the evolution law of network public opinion of public health emergency.

In the precursory period, the society began to pay attention to the event, and the amount of public opinion spread gradually increased with time. Focus on the event itself, that is, the quantity, flow direction, batches involved of the vaccine, and whether to investigate and deal with the enterprises involved. In the outbreak period, with the blowout of information, the volume of voice rises sharply, and it takes only three days to make public opinion reach the peak. The focus is to pay attention to the related actions of regulatory authorities, the related public opinions of enterprises involved, and the harm of problem vaccines. In the period of fluctuation, the volume of sound is controlled, showing a decreasing trend. The public is still concerned about whether the problems in the early stage are responded to and solved. In the dissipating period, the enthusiasm of concern decreased, the volume of voice gradually decreased, and the public mainly focused on the results of the incident. The whole evolution cycle of public opinion is about half a month. The network public opinion of public health emergencies has the characteristics of rapid occurrence and relatively slow decline in popularity.

From the above evolution trend, it can be found that the trend change of public opinion volume is consistent with the key nodes of event handling progress, and government departments play an important role in event handling. The four stages of the event are consistent with the general law of public health emergencies [3], which shows that the government can understand the evolution law of public opinion on the Internet of public health emergencies, use the trend change to guide public opinion quickly and reasonably, promote the resolution of social contradictions, and select the appropriate scheme for public opinion response and guidance.

4.2 From the analysis of network public opinion communication, the media is the booster of the development of online public opinion, and social media has become the main platform for public opinion communication of public health emergencies.

The media will have an important impact on the trend of network public opinion through the framework of social risk issues, especially in the era of network popularization

of all media, this influence is more far-reaching. [4] Social media has become a new trend of information dissemination because of its instantaneity, rapid dissemination, sharing and openness. Micro blog plays a huge role in the process of information dissemination. It is also the process of promoting the development of network public opinion, and has become the most important public opinion field. Social media also plays a role of in-depth investigation in the event of longevity vaccine, but its content needs to be confirmed and deliberated by authorities. For example, the article "king of vaccines", which has triggered the Internet topic, may present some one-sided views. Currently, the traditional media play a very important role. At the same time, due to the strong influence of network opinion leaders on the vast number of Internet users, their views and opinions play an important role in the evolution of emergency network public opinion [5]. For example, medical big V @ vaccine and science, medical blue V @ Ding Xiangyuan respectively write articles from the perspective of professional medicine to interpret the situation of vaccines rationally and objectively, Scientific answers to questions and doubts and positive guidance of public opinion have played a certain role in easing netizens' emotions. Therefore, it is very important to combine the authority of traditional media with the interactivity of social media, understand the information needs of Internet users, play the role of opinion leader, and respond to false information with the help of microblog, wechat and other platforms.

4.3 From the analysis of network public opinion topic, the public is the main force in the development of network public opinion, and negative emotion is easy to produce trust crisis.

With the help of network media, the public participate more in social public events, and play an obvious role in promoting the development and change of events. [6] In the evolution process of the network public opinion of the problem vaccine event, in the early stage, the public focus was concentrated, and the public opinion was obvious and single. The public concern focused on the unscrupulous manufacturers, children vaccination safety, and the fear and anger of the absence of supervision; with the in-depth development of public opinion, several topics were formed. Despite the diversity of public opinion topics, issues such as vaccine safety, accountability of enterprises involved, industry questioning, and ineffective supervision are still the main issues focused by all sectors of society [7]. From the above netizen topics and netizen sentiment analysis, anger and panic accelerated the spread of trust crisis in all directions. The public's trust in domestic vaccines has dropped to the freezing point, and the public's distrust has spilled from one company and one vaccine to all domestic vaccines. The public does not trust not only the enterprises involved, but also the whole vaccine industry and even the government and regulatory authorities. Risk management experts point out that once the trust collapses, it is difficult to repair it. To reestablish trust, more efforts are needed than before. Therefore,

enterprises and governments must be good at maintaining this kind of public trust.

4.4 From the government public opinion response analysis, the government plays an important role in network public opinion control, and active response can improve its credibility.

It is not difficult to find that the specific response measures taken by the government in public emergencies will affect the evolution of network public opinion, and whether the government can carry out targeted work is crucial. In the precursory period, the government and relevant departments should quickly clarify the causes and outbreak points of the incident, pay close attention to the trend of public opinion, grasp the key nodes of event handling, and conduct unified linkage disposal. If the incident occurred, the State Food and Drug Administration quickly combined with the Centers for disease control, procuratorial Bureau, Public Security Bureau and other relevant departments to carry out investigation and disposal work. In the outbreak period, it is necessary to clarify the public opinion field of the event, what are the main appeal points and controversial points of public opinion, and the views of all circles on the event, especially the views of the public. We should respond to the core concerns accurately and effectively. For example, the vaccine safety issues focused by the public, the accountability of enterprises involved, industry query, and weak supervision are the issues that relevant departments need to focus on. Then, the first time through the mainstream media timely release information, make a positive response. In the volatility period, follow-up disposal and response are also the key directions. In this incident, the State Drug Administration official micro blog will be the first time to inform the public of the situation, follow-up work and progress related reports also effectively alleviate the negative emotions of the public. In addition, the government and relevant institutions should provide various media forms of information to meet the needs of the media and the public, make full use of social media platforms such as "two micro ends", improve government participation, strengthen interaction with the public, guide public opinion, and avoid causing adverse social emotions. In particular, the responsibility of the government and relevant departments in the whole response process and sincere attitude in the face of mistakes can better improve the response effect and enhance their credibility. Only when leaders and the public express their confidence, can they express their opinions.

5.CONCLUSION

To sum up, the governance of network public opinion on vaccine related public health emergencies in the era of all media is urgent and important, and all parties need to play a role, mainly including the enterprises, media, Internet users, government and relevant departments that lead to the event, to seek effective solutions. First, enhance the crisis public relations ability of the parties involved. In the event of Changsheng problem vaccine, Changsheng company is the main body leading to the event, which has unshirkable responsibility. It should shoulder the

responsibility of crisis public relations in the precursor period of network public opinion. Due to the lack of crisis public relations ability of Changsheng company, after the event, it did not take effective measures to respond to queries and publicize the situation, which brought crisis to the vaccine industry. Therefore, it is very important to improve the crisis public relations ability of the parties involved. Second, improve the supervision mechanism and system construction of the government and relevant departments. Although the government and relevant departments do not need to take full responsibility for the mistakes of the enterprises involved, they have not done a good job in the supervision and system construction, so they need to take some responsibility. The government should build a vaccine supervision database platform to monitor the whole process of vaccine production, monitoring, circulation, preservation, vaccination and feedback of vaccine manufacturers, drug regulatory units, CDCs and vaccination hospitals at all levels, so as to take responsibility and improve public trust. Third, strengthen media self-discipline and play the role of opinion leaders. In the outbreak and fluctuation period of network public opinion, the media and opinion leaders should reveal the details of the problem, through in-depth excavation of the truth of the event, comprehensive and in-depth report of the event, return the truth to the public, guide and relieve the public interest demands, reverse the development trend of the crisis, reduce the destructive power of the crisis, and shoulder the responsibility of restoring the image of the industry. Fourth, increase public awareness of vaccine related public health knowledge and enhance rational behavior. The government and relevant departments should prepare for vaccine safety related information database in advance, and immediately publicize and popularize relevant knowledge through the media in the precursory period of public opinion, to guide the rational vaccination behavior of the public.

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The Role of College Counselors in College Students' Entrepreneurship Education and Its Realization Path

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Abstract: College Students' entrepreneurship education plays an important role in university curriculum. College counselors can also be called important guides in college students' entrepreneurship education. They play the role of spiritual support and entrepreneurship shaping for college students' entrepreneurship. At the same time, they should conduct psychological counseling on the problems encountered in the process of College Students' Entrepreneurship and properly carry out entrepreneurship propaganda, to make college students understand the situation and background of entrepreneurship in time, how to play this role is worth pondering and exploring for each college guide.
Keywords: College counselors; College students' entrepreneurship; Education; Role positioning; Realization path

1.INTRODUCTION

Young people, especially college students, as the main force of the development of the times, have certain knowledge, culture, and skills. So, for entrepreneurship projects, college students are also a trend. Under the background of the times and the support of national policies, encouraging college students to actively participate in innovation and entrepreneurship competition, opening their own entrepreneurial journey is also promoting the entrepreneurial trend Progress. How college counselors correctly understand their own responsibilities and the role they play in the students' entrepreneurship education, and what kind of implementation path to take in the process are the issues to be explored in this paper.

2. THE ROLE OF COUNSELORS IN COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION

Facing the call of the country and the trend of the trend, college counselors also have new tasks. Under the new situation, college counselors need to correctly position themselves, clarify their responsibilities, position their own roles, and give full play to their own advantages of the main students' entrepreneurship education.

2.1 Current situation of College Counselors

College Students' entrepreneurship course is designed to correct the entrepreneurship education, enhance the entrepreneurial goals of college students, and cultivate students' pursuit of ideal motivation. Counselors are responsible for the basic work of Ideological and political education of the whole school year. It can be said that the role of counselors in the education and management of college students is very important. They have become an indispensable force in the process of higher education personnel training. For college students' innovation and entrepreneurship, it needs the participation and intervention of counselors. Therefore, instructors need to constantly strengthen their own ideological and moral construction, and have a full understanding of the real-time entrepreneurial trend, entrepreneurial prospects, and entrepreneurial foundation. Counselors have a lot of workload, so their tasks are more onerous. At present, the employment prospect is not optimistic, and the situation is increasingly grim, which brings more difficulties for counselors to help students guide entrepreneurship and employment planning.

2.2 Clear positioning of roles

At present, many colleges and universities do not have the correct positioning of counselors. They regard them as head teachers or logistics workers in charge of internal affairs. This kind of unscientific positioning leads to many counselors losing their working enthusiasm, which directly affects the guiding effect of education. There are even many counselors who abandon themselves and don't want to interfere in things beyond their work scope. In this very bad trend, it is necessary for colleges and universities to locate the counselors correctly and scientifically. Strengthening the construction of the counselor's team is the key work that colleges and universities must do. The counselors themselves should also realize their responsibilities, clarify their own positioning, play the role of counselors, and play the real power of counselors in college education. It is the responsibility and obligation of counselors to help students correctly understand the future, establish career goals, and plan their career, so that students can form correct three views and become the driving talents of social development.

2.3 Clarify the functions of Counselors

Counselors need to put forward reasonable career planning suggestions for students through their own experience and the direction of school education development, to help students make reasonable planning in learning and improve their comprehensive quality level. College students have their own ideas, but there is still a deviation in their understanding of the society. This is because they do not have a proper way to understand the society, and they can not really face some people of all kinds in the society and the mixing of positive and negative energy. These people and things often have a

serious impact on students' mentality, especially for some entrepreneurial students, they want to step into the society Have a very strong will, but also often hit by the society, which requires the guidance of counselors' thoughts. Counselors need to correctly convey social information, so that students can correctly understand what is right and what is wrong, and guide students to face the positive and negative aspects of society with the correct attitude.

2.4 The role of counselors in Entrepreneurship Education
Entrepreneurial goals can be said to be the concentration of College Students' life goals, and the reality of life ideals. The purpose of entrepreneurship education in schools is to enable students to correctly establish entrepreneurial ideals, enhance their entrepreneurial awareness, and make them from ignorant to familiar with entrepreneurship. The guidance role of counselors is particularly important. In the process of daily communication with students, they can turn to students to convey some positive social entrepreneurship information, at the same time, it is also necessary to cultivate students' ability to resist pressure, put students' planning into their own tasks, and try to provide students with good methods to seize the opportunity of entrepreneurship practice. Good entrepreneurial spirit is trained in practice, so that they can obtain spiritual sense of achievement and social feedback in practice, and hone them in entrepreneurial practice the real entrepreneurial quality encourages college students to participate in entrepreneurial practice activities in their spare time, and to find suitable opportunities for students to practice.

3. COUNSELORS' SELF CONSTRUCTION AND REALIZATION PATH
Counselors guide students to start their own businesses, which will lead to a lot of topics, such as "you have never started a business, how can you guide others?" "I'm not a major in this. What if there is a deviation in the guidance?" And so on, these topics are self-evident, they are the problems that counselors often encounter in the process of guiding students to start a business, and the task of guiding students to start a business is not easy, so how can we achieve the correct purpose of guiding students to start a business? How to be a real counselor? The answer is to strengthen their own professional knowledge and ability reserves and ideological and political construction.

3.1 Reserve of professional knowledge and ability
What kind of professional knowledge and ability a counselor should possess is also a problem. If the theory is too shallow and the understanding is too little, there is no way to guide students in this way, and there is no confidence and ability to guide students to start their own businesses. Therefore, counselors need to master the general knowledge of entrepreneurship, entrepreneurial background, entrepreneurial trend, practical activities, entrepreneurial competitions, project feasibility, Internet plus, management knowledge, organizational structure, etc., and everything about entrepreneurship can be said to be how much to learn, so that we can make up for our weaknesses and guide students in their business planning more confidently, through professional knowledge.

Under the guidance of students. When guiding the business plan, we can check materials, understand knowledge, and standardize understanding with students, which not only improves the ability of writing copy, but also promotes the emotion between students. Appropriate to participate in some training, entrepreneurship training class is a way of learning, can also be learned through the Internet. There is no shortage of learning resources. What is lacking is the heart that you want to learn. What's what what students do not know is what they are. What is the Internet plus, what BAT is, what is the strategy of community products, what is the limited company, and what these are the problems, counselors must have a chance to do so. The more knowledge you learn, the more strategic this kind of guidance can be.

3.2 Ideological and political construction
Real entrepreneurs need guidance, knowledge, and spirit, but they don't need to understand the detailed knowledge system. If they are enough, they can learn what is not enough or what they need in the future. As a counselor, we should also follow the times. Entrepreneurship guidance is not only to impart knowledge, take appropriate thinking mode to guide students' entrepreneurship, which is also inseparable from the spiritual level of ideological guidance. In traditional education, you have a bucket of water, you can give students a bowl of water, but in entrepreneurship education, if you have a bowl of water, you can give students more than half a bowl, and then you wait for students to surpass you. Entrepreneurship education is a kind of transcendence education. Counselors to strengthen their own ideological and political construction, in order to better become the spiritual guidance of students on the journey of entrepreneurship, let students understand the basic ethics of entrepreneurship, the basic bottom line of life, the law is insurmountable, how to achieve a win-win situation, how to make enemies into friends, how to obtain better development power of entrepreneurial resources, and so on, so as to guide students to learn to think in a different place, fame and wealth are never the most important It's important not to give up your original intention because of your immediate interests. While strengthening their own ideological and moral construction, we should pay attention to the cultivation of students' entrepreneurial morality, entrepreneurship education and moral and legal consciousness, to realize that the entrepreneurs cultivated are new driving forces for social development with good moral integrity and in line with moral norms.

3.3 Psychological counseling for Entrepreneurship
In fact, the psychological quality of college students is not strong enough. They have been growing up under the protection of their families for a long time, and they lack the understanding of the reality of entrepreneurship. Moreover, college students can not correctly understand themselves and give themselves the correct positioning, which often leads to setbacks in Entrepreneurship and psychological pressure. This requires counselors to be the psychological counselor, counselors should be concerned about the situation of students' entrepreneurship, and

learn and educate psychological knowledge, so that students can realize their own ability and heal their hearts.

4.CONCLUSION

The role of counselors in the process of College Students' entrepreneurship can not be replaced, so that students can get high-quality guidance from practice, thought, morality, thinking and other ways, which is what a qualified guide should do. This requires each guide to clear their own responsibilities, consciously work towards the goal, and cultivate and guide the excellent new source of national entrepreneurship.

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Research on The Impact of Tourism Industry on Economy and The Innovation of Sustainable Development in Ecological Environment

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Abstract: With the rapid development of economy and the continuous improvement of people's living standards, tourism is gradually becoming one of the important pillar industries of world economic development. Especially in the context of the global economy gradually entering the new normal, tourism industry is of strategic significance for optimizing the mode of economic development and realizing the comprehensive and coordinated development of speed, quality, and efficiency. Therefore, under the current ecological environment background, we must focus on deepening the reform of tourism industry and promoting the sustainable development of tourism industry.

Keywords: Tourism industry; Economy; Sustainable development; Innovation

1.INTRODUCTION

According to the latest World Tourism Barometer released by the world tourism organization, the number of international tourists in 2015 increased by 4.4% compared with 2014, reaching 1.184 billion. With the development of society and economy, tourism has become one of the most powerful and largest industries in the world economy. Its impact on the economy has produced a lasting and far-reaching impact. Under the background of ecological environment, promoting the sustainable development of tourism is of great practical significance in accelerating economic development, expanding employment, and promoting strategic adjustment of economic structure [1-3].

2. ANALYSIS OF THE IMPACT OF TOURISM INDUSTRY ON ECONOMY

Whether from the international or domestic point of view, tourism has become an important industry in the national economy. It is mainly manifested in the following three aspects:

One is to stimulate economic growth. From a worldwide perspective, tourism has become an important engine of global economic growth. According to the relevant data of the world tourism organization of the United Nations, the growth rate of the global tourism industry reached 3.9% in 2018, exceeding the growth rate of the world economy for eight consecutive years. In China, the added value of tourism industry has accounted for more than 4% of GDP, and there are more than 110 tourism related industries. In 2018, the comprehensive contribution of tourism to the national economy exceeded 12%. Among them, the contribution rate of tourism to the accommodation industry was more than 90%, and the contribution rate to the civil aviation and railway passenger transport industry was more than 80%. It is self-evident that tourism plays an important role in promoting the economy.

The second is to promote social consumption. Tourism not only greatly promotes economic growth, but also directly promotes social consumption. As we all know, tourism is a comprehensive industry, involving food, housing, transportation, entertainment, shopping, and other links, which is conducive to driving the consumption of residents. At the same time, it can effectively expand the effective demand and promote the development of related industries such as commerce and trade, transportation, and telecommunications. In 2016, China's total tourism income exceeded 4.69 trillion yuan, a year-on-year increase of 13.6%, accounting for 9.4% of the total consumption expenditure of residents [1]. In 2020, the total domestic tourism consumption will reach 5.5 trillion yuan, which will directly stimulate and drive social consumption.

Third, promote social employment. Tourism is a typical labor-intensive industry with many levels of employment and a wide range of employment. According to the statistics of the world tourism organization, every direct increase in the tourism industry can lead to the increase of 5-7 indirect jobs in related industries [2]. At present, with the rapid development of China's tourism industry, more than 13.5 million people are directly engaged in tourism, and about 80 million people are employed related to tourism. The comprehensive contribution of tourism to social employment is more than 1%. It can be said that vigorously promoting the development of tourism can provide more employment opportunities for the society.

3. INNOVATION RESEARCH ON SUSTAINABLE DEVELOPMENT OF TOURISM INDUSTRY FROM THE PERSPECTIVE OF ECOLOGICAL ENVIRONMENT

With the continuous improvement of people's awareness of ecological environment protection and

the deterioration of ecological environment in the world, tourism is known as "sunshine industry" because of its pollution-free, high added value and obvious role in promoting the rapid development of regional economy. In the post-industrial period, the government should take effective measures to promote the sustainable development of tourism industry.

3.1 Accelerate the transformation of tourism development mode

In recent years, with the joint efforts of all levels of government departments and industry enterprises, China's tourism industry has made great progress, and the contribution rate of tourism industry to economic development has increased year by year. However, it should be noted that China's tourism industry still stays in the simple and extensive development mode in the process of development. In order to promote the sustainable development of China's tourism industry in the future, we must make efforts to transform In order to change the development mode of tourism, from simple and extensive development mode to large-scale and benefit-oriented, we should focus on the renewal of tourism products and the transformation of tourism development mode, promote the development and transformation of tourism industry towards sightseeing, leisure and entertainment, and strive to promote the development of local tourism in the direction of respecting nature, history and intensive in the process of tourism development To realize the organic unity of tourism development, cultural heritage and ecological protection.

3.2 Deepening the reform of tourism system and mechanism

Accelerating the reform of tourism system and mechanism is helpful to promote the sustainable development of tourism from the source. Therefore, all localities should make great efforts to promote the pilot work of comprehensive tourism reform according to the actual development situation of local tourism industry, select cities and some counties as the leading areas of cultural tourism development and innovation, carry out the pilot work of comprehensive tourism reform, and gradually carry out the innovation of tourism system and mechanism, the protection and utilization of tourism resources, the cultivation of tourism market entities, the standardization of tourism market order, and the investment and financing bodies System reform, brand cultivation and personnel training should be carried out first, and then the successful experience will be gradually explored, and the pilot scope will be expanded and promoted. It is necessary to deepen the reform, reduce the entry threshold of tourism enterprises, create a good environment for all kinds of enterprises to obtain and use production factors equally, build tourism project property rights trading platform and investment and financing platform, improve the efficiency of tourism resource allocation, and enhance the endogenous power

of enterprise innovation and development. We will encourage departments to introduce powerful, dynamic and brand-name strategic partners to participate in joint development, construction, and operation management with advantageous resources, to further realize the commercialization, marketization and capitalization of the operation and management of scenic spots.

3.3 Actively cultivate the main body of tourism market

The main body of tourism market is an important driving force to promote the sustainable development of tourism. Government departments at all levels should adhere to the combination of "going out" and "bringing in", speed up the establishment of incentive mechanisms and preferential measures to promote the competitiveness of tourism enterprises in line with local conditions, to help tourism enterprises become bigger and stronger. At the same time, we should actively introduce and cultivate large tourism enterprise groups and create local tourism enterprise brands. Actively encourage local large-scale tourism enterprises to go abroad, set up branches in major cities and tourist source areas, and enhance their influence. In order to promote the sustainable development of the tourism industry, it is necessary to encourage the local restaurants to play an important role in the tourism industry.

4.CONCLUSION

In a word, with the further development of tourism, it will play an increasingly important role in today's social and economic development. The relevant government departments should strive to play an important role in promoting the sustainable development of the tourism industry, starting from deepening the reform of the tourism system and mechanism, accelerating the transformation of the development mode of tourism, actively cultivating the main body of the tourism market, promoting the quality and efficiency of rural tourism, and improving the public service system of tourism, so as to jointly promote the sustainable development of tourism industry Exhibition.

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Stress Analysis and Optimization Of v-Type Thrust Bar Based on Abaqus Software

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Abstract: Under the cooperation of Anqing Huitong Automobile Parts Co., Ltd. and Jirui United Heavy Industry Co., Ltd., this paper takes the development of new product ¢ 95 Series V-type thrust bar assembly as an example. Based on ABAQUS software to carry out stress analysis, the results show that the product in the end shell, mandrel need to be optimized design or use higher strength materials first. On this basis, a series of optimization measures are put forward to strengthen the performance and structural strength of V-shaped thrust bar.
Keywords: AQUS software; V-type thrust rod; Stress analysis

1.INTRODUCTION

ABAQUS is a powerful finite element software for engineering simulation, which can solve problems ranging from simple linear analysis to many complex nonlinear problems. ABAQUS includes a rich element library which can simulate any geometry. It can simulate the performance of typical engineering materials. It can not only solve many structural (stress / displacement) problems, but also simulate many problems in other engineering fields. Such as heat conduction, mass diffusion, THERMOELECTRIC coupling analysis, acoustic analysis, geotechnical analysis (fluid permeability / stress coupling analysis) and piezoelectric media analysis [1-2].

2. STRESS ANALYSIS OF V-TYPE THRUST BAR BASED ON ABAQUS SOFTWARE

2.1 Overview of 1V type thrust bar.

According to the installation dimensions and relevant vehicle parameters provided by automobile manufacturers, the overall structure of V-type thrust bar is mainly composed of axle mounting seat, V-type end, connecting rod and frame connecting end. In the actual operation, the axle mounting seat is matched with the tapered hole in the V-shaped end through the taper shank, and relates to the compression bolt. After being compressed, the conical hole spherical hinge is fixed by the elastic retaining ring. Due to the joint action of the taper spherical hinge and the hole elastic ring, the ball joint and the fixed seat do not have relative movement, and the variable torque is generated through rubber deformation. At present, the centripetal thrust plain bearing used in the traditional V-type thrust rod is assembled between the ball joint sleeve and the ball joint mandrel. The ball head of this structure is composed of a pair of sliding friction pairs composed of outer ring with inner spherical surface and inner ring with outer spherical surface. Bearing working surface has large bearing capacity, easy to wear and early failure.

2.2 Constraints of stress analysis

According to the structural characteristics of the v-bar assembly, the constraint conditions are as follows: all degrees of freedom are constrained in the plane connecting the connecting plate and the axle. All degrees of freedom are coupled on the surface of the ball pin hole. Through ABAQUS calculation, the equivalent stress cloud of the whole bar is obtained. The stress of v-bar assembly is mainly located near the connection between rod and ball head, and the maximum stress position. On the end face of the ball joint. Therefore, the area near the ball head is a relatively weak part of the whole structure, which can be used as a reference for improving the design.

2.3 The general idea of stress analysis.

The structural changes of the v-bar assembly are mainly reflected in the transverse bending of the ball head and the torsion of the bar. Therefore, the installation angle of v-bar and ball joint failure should be considered in the design. In this analysis, the possibility of joint simulation of nonlinear finite element analysis software ABAQUS is discussed. The results show that the method is feasible. At the same time, through ABAQUS analysis, the stress of the V-shaped thrust bar of the air suspension guide bar system of the heavy truck is simulated under the extreme turning condition. It is concluded that the part near the connection between the ball head and the bar of the V-type thrust bar is the area with large stress value, which provides a theoretical basis for the design and improvement of the v-bar structure. Based on the modal analysis of the V-type thrust bar, the first eight natural frequencies and vibration modes are obtained, and the dynamic characteristics of the V-type thrust bar are revealed, which provides a reference for the calculation and analysis of the dynamic response of the suspension system.

2.4 The specific process of stress analysis.

According to the vehicle parameters provided by the customer as the design input, the longitudinal normal load of the V-shaped thrust bar is 125kN, and the maximum load is 160kN. In order to improve the safety and reliability, the safety factor s = 2, and the

longitudinal ultimate load of V-shaped thrust bar is calculated by finite element method with FRAD = 320kn.

The geometric model was established by using the software of CATIA. Assuming that the bond strength between metal and rubber is not considered, the rubber and metal are considered as a whole, and the joint surface of rubber and metal has the same node. Under the premise of not affecting the calculation accuracy, the details in the model are simplified geometrically, such as removing the small fillet, adhesive thin layer on the metal surface, etc. C3d8r element of ABAQUS and c3d4 element with higher density are used to simulate metal parts and c3d8h to simulate rubber element of ball joint. The number of grids is more than 78242. The end shell, connecting rod and mandrel are made of 45 steel (normalized hb150-210), Q345B and 40Cr (quenched and tempered hardness hrc22-28), respectively. The von Mises criterion is used to obtain the stress (equivalent stress) of the structure.

3. STRESS ANALYSIS RESULTS AND OPTIMIZATION MEASURES OF V-TYPE THRUST BAR BASED ON ABAQUS SOFTWARE

3.1 Results analysis.

Combined with the stress nephogram, the maximum stress of the end shell is 636.5mpa, which appears at the arc transition a, the maximum stress of the connecting rod is 188.8mpa, which appears in the middle of the rod, and the maximum stress of the spherical hinge mandrel is 545.1mpa, which appears at B. It can be seen from the calculation results that the end shell and mandrel need to be optimized or materials with higher strength should be used first.

3.2 Optimization measures.

According to the results of finite element analysis, the following measures are taken to optimize the structural strength

Firstly, the arc transition radius R50 is changed to R8 and R25 to R50 to improve the shell strength. Secondly, the heat treatment mode of end shell is changed from normalizing hb150-210 to quenching and tempering hrc24-28. Thirdly, the material of spherical hinge mandrel is changed from 40Cr to 42CrMo, and the hardness of quenched and tempered hrc28-32 is heat treated to improve the strength of mandrel.

In conclusion, relying on ABAQUS software, the stress analysis of V-shaped thrust rod can be realized, and the end shell and mandrel area of V-type thrust rod can be determined. In order to improve the overall performance and quality of the V-type thrust rod, it is necessary to optimize the design or use the materials with higher strength first, and then form the strategy of optimizing the structural strength.

4.CONCLUSION

In summary, relying on ABAQUS software, it is possible to achieve stress analysis of V-type thrust rods, determine the end housing and spindle area of V-type thrust rods, and need to optimize the design or first use stronger materials, and thus form a strategy to optimize the strength of the structure, improving the overall performance and quality of V-type thrust rods.

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On the Innovation Path of Ideological and Political Education in Colleges and Universities Under the New Media Environment

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Abstract: With the continuous development of economy and science and technology, the popularization of information technology has brought a certain impact on college education, which not only changes the content of teaching, but also changes the way of teaching. Computer, tablet, and other information equipment as the main auxiliary tools of the classroom gradually into the ideological and political classroom in Colleges and universities, and rapidly popularized. In such a new media environment, college students' thinking and learning ideas have also opened a new path, so how to carry out efficient classroom based on this has become the task that university teachers should pay attention to. This paper first expounds the concept of new media and ideological and political education work blending analysis and the value of Ideological and political education work under the new media environment, and then discusses the new path to improve the ideological and political education work by using new media, and puts forward personal opinions.

Keywords: New media environment; Colleges and Universities; IDEOLOGICAL and Political Education; Innovation Path

1. NEW MEDIA CONCEPT AND IDEOLOGICAL AND POLITICAL EDUCATION WORK BLENDING ANALYSIS

1.1 New media concept analysis

New media was first proposed in the United States. The definition of new media by the United Nations is network media. Old media refers to the way of information dissemination mainly by radio, television, and newspapers. The new media is a new media technology based on these old media. By using information data network, connecting wireless network, satellite and other channels, new media can realize the communication of mobile phones, computers, and other communication equipment to the outside world. Customers can not only get relevant information, but also interact with each other [1-3].

1.2 value analysis of new media on Ideological and political education in Colleges and Universities

Compared with the traditional media, new media has many advantages, which can optimize the learning and life style of college students to a great extent. Then, it is very effective to use it to carry out ideological and political education in universities, which can be seen from three directions. The first direction is the interaction of new media, because every information audience can become the disseminator of information, so it breaks the shackles of space and time, which can also greatly promote the relationship between teachers and students; the second direction is that new media has sharing. Because there are a lot of information data on the network, it can provide students with continuous resources. The ideological and political discipline contains many knowledge concepts, and relates to the media, students can enjoy resources on this platform; the third direction is that new media has a strong appeal. In this context, the speed and scope of people's receiving information has become wider, and college students can also feel the information service on campus. This also shows that the educated can actively seek resources in an independent environment, which is conducive to the diversification of Ideological and political education of university teachers [1].

2. CHALLENGES OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE NEW MEDIA ENVIRONMENT

2.1 The impact and challenge of the leading position of traditional ideological and Political Education

With the popularity of new media all over the world, countries in the field of education also apply this technology to ideological and political education, and has been widely concerned and used. But this is a great impact on the traditional education, because the traditional classroom mainly uses teaching materials, blackboard, chalk and teachers' oral statement, and the single teaching method greatly reduces the students' interest in learning, and even makes them feel tired of learning. The use of new media can not be accepted by students in a short period of time. However, the opportunities brought by new media are that students' learning approaches are gradually enriched, and the classroom contents that teachers can carry out are also diversified.

2.2 The environment of Ideological and political education is more complex

In the diversified social background, people's life style has changed greatly. The popularity of the network

makes the information resources gradually serve people. And colleges and universities in the scope of Ideological and political teaching is also subject to the impact of this background, many information resources in the minds of students meet, although it can enrich their knowledge reserve, but it is inevitable that some bad information will appear in front of students and widely spread. If the ideology of college students is not firm enough, it is extremely vulnerable to be affected, and thus led by the wrong concept. The main reason for this phenomenon is that the environment faced by ideological and political education has become complicated, so the problem faced by teachers is how to cultivate students to establish correct humanistic quality values in such a complex environment.

2.3 The media literacy of college teachers and students needs to be improved

Media literacy refers to whether people can correctly analyze, question, and evaluate information from the media. From the perspective of the overall direction, the resources can be used correctly. Even if it can be spread to the public, it will have a positive impact. The integration of new media into Ideological and political education in Colleges and universities is to enable students to face the media information with correct thinking concepts, and then make it an effective tool to promote their own sustainable development [2].

3. USING NEW MEDIA TO IMPROVE THE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Constantly improve the management system of new media

Colleges and universities should pay more attention to the globalization of new media communication, and build a new management system based on the traditional education management mode. The main purpose is to use the new media correctly. For example: Ideological and political classes often open classes, and how to ensure the attendance rate of students is crucial. In the traditional classroom, most of the teachers' roll call is oral. With the use of new media, teachers can use wechat, QQ and related teaching software to establish the roll call mechanism. In this way, the efficiency of students' participation in the classroom can be improved, and a good foundation for the efficient development of Ideological and political classroom in Colleges and universities can be laid.

3.2 Using new media to enrich the ways of Ideological and Political Education

First, ideological, and political education is an important part of college curriculum, which can help students form correct values of humanistic quality. It is no exaggeration to say that it plays an extremely important role in students' future learning and development. Therefore, in the context of new media, ideological and political teachers should also constantly update the path, and increase the communication and interaction between students, pay attention to practical courses, so as to comprehensively promote the development of new media + ideological and political education teaching mode. Secondly, we should make reasonable use of wechat, microblog and various forums and other media, so that students can integrate into it and accept these new media, so that their ideas can be opened. Finally, it is necessary to use new media reasonably to strengthen the relationship between teachers and students, to pave the way for students' efficient learning through continuous interaction, and to build a harmonious and democratic learning environment [3].

3.3 Strengthen the quality education of students and improve their rational understanding

The media has a great influence on the society, but in our country, because the new media started relatively late, in order to make it more perfect use in the ideological and political education in Colleges and universities, it is necessary for college teachers to pay more attention to it, and then focus on Cultivating College Students' correct understanding of the media in the classroom, so that they can have a reasonable ability to analyze and criticize the information In order to learn and develop better in the future.

4.CONCLUSION

To sum up, under the background of new media, ideological and political education in China's colleges and universities has ushered in new opportunities and new challenges. As the ideological and political teachers in Colleges and universities, they should reasonably use the new media equipment and resources effectively, lay a good foundation for students' efficient learning, to promote their comprehensive development of physical and mental health.

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The Research and Practice of Psychological Crisis Prevention and Response Mechanism for College Students

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Abstract: College education is a high level of academic education in our country, which plays an irreplaceable role in the development of science and technology. In the information age, multi-culture has great influence on people's lives and what values they hold. College students are in an important stage of shaping who they are and what values they hold, they are more likely to be troubled by their environment, interpersonal relationships, emotional problems, academic pressure, job recruitment and so on. To prevent college students from psychological illness, it is necessary to do the research in advance of college students' psychological crisis prevention, intervention, and rapid response. It is of great importance to build an efficient, professional, and perfect mechanism for college students' mental health education.

Keywords: College students; Psychological crisis; Preventive mechanism

1.INTRODUCTION

Research status of College Students' psychological crisis prevention and response mechanism

Since the emergence of psychological crisis research in the United States, the Netherlands, and other countries, it has been rapid development in the last 20 or 30 years. In western countries, psychological crisis research has made many important breakthroughs and achievements, many countries have established psychological crisis intervention institutions. Foreign experts, scholars and psychological workers have accumulated a lot of successful practical experience in dealing with emergencies, and formed some mature psychological crisis intervention methods and coping systems. Therefore, in foreign countries, there are relatively complete intervention systems for various psychological crisis events. In western developed countries, mental health service centers or crisis intervention centers are generally responsible for the psychological crisis of college students. Each university has its own duty room and hotline service. Austria, France, Germany, Sweden, the Netherlands, Denmark, Switzerland, Bulgaria, the United Kingdom, Norway, and other countries have established crisis intervention institutions and suicide prevention centers cooperating with university psychiatric or poisoning control centers.

The research on psychological crisis intervention in China started late and has a short time. In the 1980s, the concept of psychological crisis has gradually entered the vision of Chinese people. The research at this stage mainly introduces the western theory and technology. Since 2000, the domestic research on psychological crisis intervention of college students has developed rapidly and achieved fruitful results.

With the increase of College Students' psychological crisis events, colleges and universities pay more attention to the management and prevention of College Students' psychological crisis, and the ways of prevention are also increasing. Many colleges and universities have even built a special prevention mechanism with local characteristics. To protect the psychological health of college students and solve all kinds of psychological problems of college students, colleges and universities gradually establish management plans. To a certain extent, it has effectively prevented psychological crisis by strengthening information communication and arranging professional psychological counseling and education team to organize corresponding activities. However, it has not changed the current situation that there is a lack of system for prevention and response of psychological crisis in Colleges and universities. The psychological health education of college students can not realize the normal education, and some students' potential psychological problems cannot be timely It is also an important reason for the frequent occurrence of College Students' psychological crisis in recent years.

2.THE BASIC CHARACTERISTICS OF COLLEGE STUDENTS' PSYCHOLOGICAL CRISIS

College students are generally experiencing puberty, whether male or female, their psychological development characteristics are basically the same, mainly reflected in the psychological activities of college students have certain contradictions and instability. In this process, the psychological and other aspects of college students are prone to problems, which affect the mental health development of college students [3]. However, the characteristics of College Students' psychological crisis are generally easy to occur. The characteristics of College Students' psychological crisis are mainly manifested in the uncoordinated development of College Students' self-awareness and cognitive ability. In the process of dealing with things or social intercourse, their own psychological characteristics of independence and dependence, closeness and openness are mostly

contradictory, which makes college students' emotions present It is unstable and easy to change.

3.PROBLEMS OF COLLEGE STUDENTS' PSYCHOLOGICAL CRISIS PREVENTION

Firstly, the psychological crisis of college students has the characteristics of individual differences, unpredictability and uncontrollability, and the solutions and methods are also different from person to person. How to combine the individual differences of college students and establish an effective prevention and response mechanism of psychological crisis is a major problem to be solved.

Secondly, people's psychological activities are very complex. The generation of psychological crisis is not only affected by external objective factors, but also largely depends on the perception and response of individual management. How to construct the prevention and response system of psychological crisis is the difficulty of the research.

Thirdly, whether the constructed mechanism of prevention and response to psychological crisis is suitable for college students' mental health education needs further demonstration.

The way to construct the effective mechanism of College Students' psychological crisis prevention and response integration

3.1 To study the mental health education and growth rule of college students from a multi-dimensional perspective

From the perspective of integrity, relationship and structure, this paper studies the "mental health education and growth law of college students". It is analyzed in different fields, analyzed in different relation models, and studied from the whole of College Students' growth problems, elements, stages and influencing factors. Starting from the theories of behavior, sociology and psychology, this paper explores the rules of College Students' learning, psychology, thought and network behavior in each stage.

3.2 Improve the prevention system of psychological crisis

To create an effective mechanism of College Students' psychological crisis prevention and response, it is necessary to improve the crisis prevention system. Through the safety education of freshmen, strengthen the students' understanding and understanding of life, let students love life, respect life, love life. At the same time, through psychological screening, to find out the potential risk of psychological crisis. Through the new media, we can publicize mental health education in the form of campus broadcasting, official account push and short video, vigorously carry out mental health lectures, outdoor extension and so on, so that students can learn to solve their psychological stress and correct solutions when facing psychological pressure.

3.3 Construct psychological crisis intervention system

The psychological crisis intervention system mainly aims at the students who have already had psychological problems. Through long-term systematic intervention, students' psychological crisis can be eliminated. A special department psychological counseling Station should be set up in Colleges and universities, which should integrate information collection, information analysis and crisis intervention to form a one-stop service of psychological crisis intervention. Combined with the smart campus of big data management, it collects all-round data such as learning, interpersonal communication and emotion to form a personal matrix. Through the analysis, integration and processing of artificial intelligence, comprehensive quantitative indicators and visual model, the accurate personal portrait is established to obtain the development trend and dynamic, accurately locate the ideological characteristics and growth needs, accurately identify the psychological state of students, and then hire a professional psychologist for the construction of psychological crisis intervention system.

4.CONCLUSION

With the continuous emergence of College Students' psychological crisis, relevant schools should pay more attention to this problem, fully understand its harmfulness and the main causes of psychological crisis, actively create a rapid response mechanism for psychological crisis prevention, and at the same time, strengthen college students' mental health education courses, two-way cooperation, and establish a correct life concept of college students.

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On the Experiential Teaching Method in Higher Vocational Physical Education

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Abstract: The experiential teaching method in higher vocational physical education is a new teaching form. The main teaching feature is to pay attention to the students' learning process. Experiential teaching method can stimulate students' enthusiasm for learning sports, and has a positive effect on cultivating students' autonomous learning ability. Therefore, higher vocational physical education teachers should apply experiential teaching methods in Higher Vocational Physical Education, to effectively improve the teaching effect of higher vocational physical education. This paper summarizes the physical education and experiential teaching methods in higher vocational colleges, and discusses the application strategies of experiential teaching methods in Higher Vocational Physical Education, hoping to provide valuable reference for related research.

Keywords: Higher Vocational Physical Education; Experiential teaching method; Strategy

1.INTRODUCTION

As a new teaching mode, experiential teaching method can consolidate the status of physical education and create a good relationship between teachers and students. The application of experiential teaching method in higher vocational physical education can enhance the enthusiasm of students and play an important role in promoting the physical and mental development of students. But at present, many higher vocational physical education teachers do not realize the teaching value of experiential teaching method, and still use the traditional teaching method in the teaching process, which seriously affects the effect of physical education teaching. Therefore, higher vocational colleges should strengthen the study of experiential teaching methods, constantly improve the classroom content of physical education teaching, and formulate teaching objectives in line with the actual situation of students, to effectively play the teaching role of experiential teaching methods.

2.OVERVIEW OF EXPERIENCE TEACHING METHOD IN HIGHER VOCATIONAL EDUCATION

2.1 Higher Vocational Physical Education

Physical education is a comprehensive subject. Physical education can promote the development of students' physical and mental health, help students master professional sports knowledge, and play an important role in improving students' Sports literacy and sports spirit. Higher vocational colleges should design the teaching content according to the actual situation of students. Under the condition of respecting the differences of students, each student can understand the teaching content of teachers in the classroom, to meet the learning needs of students and enable students to better learn sports knowledge.

2.2 Experiential Teaching Method

The experiential teaching method is that teachers integrate the knowledge learned into the experience activities according to the teaching requirements. The purpose is to make the students better understand the knowledge points and deepen the impression of knowledge learning. The key point is to guide the students in the teaching process, so that students can gain the experience of autonomous learning in the experiential learning, to stimulate the enthusiasm of learning sports and enjoy the sports activities to the fun, which has a good role in promoting the physical and mental development of students. In Higher Vocational Physical Education, experiential teaching method can cultivate students' sports spirit and quality. In the process of carrying out physical education, combined with students' personality characteristics, it can guide students to actively study sports knowledge, and then strengthen students' physical quality. It can be seen that the teaching purpose of experiential teaching method is to cultivate students' learning behavior, change teachers' traditional teaching concept, clarify students' dominant position, so that students can stimulate the enthusiasm of learning sports knowledge, so as to strengthen the communication and interaction between teachers and students, so that students can actively participate in sports teaching activities [1].

2.3 The Role Of Experiential Teaching Method In Higher Vocational Physical Education

Experiential teaching method can stimulate the enthusiasm of students to learn sports, which has more advantages than the traditional teaching method. The application of experiential teaching method in higher vocational physical education can help students increase their learning experience, improve their subjective initiative, and reduce their learning burden. The experiential teaching method meets the students' curiosity, conforms to the characteristics of students' love activities, and greatly improves the students' participation enthusiasm. Higher vocational physical education teachers should pay attention to students' participation, create a positive and good teaching atmosphere for students through experiential teaching methods, create a variety of learning situations to

maintain students' interest in learning, and then encourage students to participate in physical education classroom teaching.

At the same time, the experiential teaching method can consolidate the position of physical education teaching. In the past, most of Higher Vocational Colleges attach importance to students' skill training, and often ignore students' physical learning. Therefore, the function of physical education is greatly weakened, and some students' enthusiasm for participating in sports activities is not high, which makes it difficult for higher vocational physical education teachers to play a high-quality teaching effect in the teaching process. The emergence of experiential teaching method, to a great extent, stimulates the enthusiasm of students to participate in sports activities, so that students can experience sports activities independently and feel the fun brought by physical education. And then enhance students' self-confidence in sports learning [2].

3. THE APPLICATION STRATEGY OF EXPERIENTIAL TEACHING METHOD IN HIGHER VOCATIONAL PHYSICAL EDUCATION

3.1 Create a Good Relationship Between Teachers And Students

In higher vocational education, physical education is a subject that can not be ignored. Higher vocational physical education can cultivate students' sports quality and spirit, which plays an important role in improving students' physical quality. At the same time, it can also stimulate students' enthusiasm for learning sports knowledge, and then more actively participate in sports teaching. Before carrying out experiential teaching, teachers should first create a good relationship between teachers and students, strengthen the communication and communication with students, care about the learning situation of each student, help the students with difficulties to solve problems in time, so that students can feel the concern of teachers and understand the fairness and justice of education, so as to cultivate good interest in sports learning, and play a role in the follow-up sports knowledge learning Under the solid foundation [3].

3.2 Teachers Should Pay Attention to The Change of Their Roles

If teachers want to play a high-quality teaching effect, they should pay attention to the change of their own roles. On the one hand, teachers should help students to solve their problems and help them to learn better. Therefore, teachers are the main participants in the design of experiential teaching methods, and the key to organize teaching activities. Through experiential teaching methods, students' autonomous learning ability can be cultivated, and then the comprehensive quality of students can be effectively improved. On the other hand, teachers should change the focus of teaching sequence and change the teaching concept of "attaching importance to teaching and ignoring

learning" in the past. Before teaching, teachers should master the actual situation of students, such as students' learning level and physical quality, so that teachers can design experiential teaching activities under the condition of understanding students' conditions, to ensure the rationality of teaching content.

3.3 Effective Training Interaction

In recent years, with the deepening of education reform, higher vocational physical education has changed greatly. The Ministry of education requires teachers to attach importance to the overall development of students in the teaching process, improve the comprehensive quality of students, adhere to the dominant position of students, to effectively improve the teaching effect of teachers. In higher vocational physical education teaching, teachers should establish an effective teaching mode of sports activities, not mechanically instill sports knowledge into students, but guide students to actively participate in physical exercise, and then accumulate sports learning experience, so that their own sports literacy can be improved. For example, teachers can create a good teaching atmosphere for students through training interaction, and can also use multimedia teaching to play some sports videos and pictures for students. The purpose is to attract students' attention and enable students to actively participate in sports teaching activities.

4. CONCLUSION

Experiential teaching method plays an important role in promoting the development of physical education in higher vocational colleges. It can not only effectively improve students' physical quality and sports quality, but also improve the teaching quality of teachers. Therefore, higher vocational physical education teachers should actively apply experiential teaching methods, to provide students with a good experiential teaching mode.

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Analysis of Talent Training Mode of Computer Information Management Major in Big Data Era

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Abstract: With the continuous development of economy and science and technology, the computer as a technical product in the new era is gradually widely used in various fields, and China's demand for computer talents is also increasing, how to cultivate computer information management professionals under the background of big data has become the task that colleges and universities pay attention to. This paper first expounds the formation and analysis of the training mode of computer information management talents in the era of big data, and then discusses the training mode of computer information management professionals in the era of big data, and puts forward personal opinions.

Keywords: Big data era; Computer: Information Management; Professionals; Training mode

1. ANALYSIS ON THE FORMATION OF TRAINING MODE OF COMPUTER INFORMATION MANAGEMENT TALENTS IN THE ERA OF BIG DATA

1.1 Research on the training of information talents

It has been mentioned a long time ago that the advent of the information age is a great impact on the talents of various industries, but it is also a good opportunity. In fact, this implies the importance of computer talents for the development and construction of various fields in China. Since the reform and opening, the exchanges and cooperation between China and other countries are increasingly close, and the demand direction of international talents has been redefined, which is also an incentive policy for colleges and universities to cultivate computer information management talents, to meet the needs of China's economic development in the era of big data. However, there are many subjects involved in computer science, which requires interdisciplinary interaction in professional teaching to meet the training needs of talents.

1.2 Analysis of talent training mode of computer information management specialty in the era of big data

In the context of the continuous development of the times, the development of talents in China has been unable to meet the needs of the times. Computer information management major in teaching will be divided into three different stages, the first is the concept of knowledge training, the second is practical training, the third is comprehensive training. After the three stages form a whole, teachers of various majors should focus on the organic combination of theory and practice, so that students can continuously improve their professional quality and practical ability. However, it should be noted that this major can not be regarded as a single knowledge point teaching, and the amount of information needs to be continuously expanded on the basis of the original computer knowledge, so as to meet the various knowledge needs of students in the information management under the big data environment, so as to promote them to become highly comprehensive and practical talents. Then, when teaching the theory, we should scientifically adjust the course and enrich the content, to stimulate students' interest in learning and achieve efficient teaching quality.

2. PERSONNEL TRAINING MODE OF COMPUTER INFORMATION MANAGEMENT MAJOR IN THE ERA OF BIG DATA

2.1 Training objectives

Today's society is in a big era environment, and this is also the mainstream of development, so the professional of computer information management in China's colleges and universities must be appropriately repositioned according to the trend of the development of the times, and this is also the most important problem in professional teaching. So now in our country, the most important training mode in the teaching of computer information management major in most colleges and universities is to emphasize it technology, which will reduce the teaching of theoretical knowledge. Secondly, if the concept of modern management is too deep, its technology will be shallow. Finally, in the combination of modern management and its technology teaching, do not distinguish the technical priorities, but easily integrate them together, so that the professional teaching will appear very messy, the teaching effect is not very ideal. From the above analysis, colleges and universities in China must reasonably divide and design teaching objectives and processes when training information management talents, organically combine various theories, and then establish new information management concepts [2].

2.2 Implement the basic management concept

In order to achieve an efficient teaching level, then the computer information management professional courses can not be limited to the basic direction of the

professional management knowledge, should be further integrated with other disciplines, such as economic management, science and engineering management, human geography, and history, etc. And college students need to go to the enterprise to participate in work in the future, so it is necessary to let them know the specific process of some industrial products in the production and processing of the enterprise, and then improve their awareness of these work management. In social disciplines, it is necessary to let students know the basic knowledge and can combine both to analyze things. Moreover, it is necessary to focus on mastering management knowledge points, which includes some management information in the enterprise. We should have some understanding of the product processing, production, storage, and sale in the production line, and pay more attention to financial management. At the same time, in order to achieve the effect of learning for practical use, colleges and universities should establish the teaching mode of school enterprise cooperation, so that college students can visit and practice in enterprises after learning. If conditions permit, how to carry out computer information management competition in the school, so that college students can practice in the virtual environment, to lay a solid foundation for their future work Basics.

2.3 Master information system

When colleges and universities reserve students' learning resources, they must understand the basic knowledge of information management, so that students can understand and master the connotation of management after seeing these learning resources, and then combine these knowledges organically to turn them into a skill of their own. But in the era of big data, computer information management personnel need to be familiar with some software and code of computer programming, and be able to develop some small and simple computer software alone. And in the computer assembly and maintenance also must have, and then is how to exercise their ability. This requires the teachers and management of colleges and universities to establish a training base, so that college students have a place to practice and verify their learning effect after

learning some knowledge points, and have a place to verify when they develop some software and code.

2.4 Set up Auxiliary Specialty around main specialty

In the context of big data era, the term innovation is also proposed for the requirements of talents. Therefore, China's colleges and universities have also carried out some innovative education methods, such as the establishment of information database, in which teachers can view and collect teaching resources, and then innovate the teaching mode and content. And students in learning will not encounter or want to learn more content, can also be found in the database. In addition, relevant colleges and universities have also established auxiliary sub majors based on the main specialty, such as building the third-party software development major, PS major and so on after establishing cooperation with enterprises.

3. CONCLUSION

To sum up, the computer has been used in various fields in China, and in the context of big data, it has also made great contributions to China's economic and technological development. And China's demand for computer information management personnel is also growing, so colleges and universities in the training of such professionals should continue to innovate education mode, in order to cultivate comprehensive application-oriented talents, and provide continuous power for China's socialist construction.

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The Logical Level and Practical Strategy of Patriotism Education

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Abstract: Patriotism education is an education to enhance students' sense of national identity and enhance national cohesion. It has been the common pursuit of colleges and universities to guide students to strengthen patriotism education. However, the education of patriotism in schools focuses on teaching student's patriotism as a whole concept, which leads to the fact that many schools regard patriotism education as the top priority of education, but they have not achieved satisfactory results in the practice of patriotism education. The reason is very simple. Patriotism is not a simple conceptualization, but a complex system composed of cognitive subsystem and emotional subsystem. With the deepening of students' patriotic education, the definition of the state will gradually rise from concrete form to symbolic form, and finally to abstract form. As the students' cognition of the country is constantly deepening and changing, as the evolution of the state form, patriotic education also changes in the students' mind. In each stage of school patriotic education should have different emphasis. The primary school's cognition of the country is specific, which focuses on cultivating students' deep patriotic feelings for the country and middle school students' recognition of the country When knowledge rises to the symbolic form, it focuses on the cultivation of students' understanding of the country. When the form of the state is sublimated to the abstract form, it focuses on the specific practice of cultivating students' patriotism.

Keywords: Patriotic education; Logical level; Practical strategy

1.COGNITIVE LOGIC LEVEL OF PATRIOTISM

The primary goal of the school's patriotism education is to let students understand the concept of the state, know how the country exists, what kind of functions it is exercising, and what influence it has on students' daily life, to deepen students' understanding of the country and enhance their patriotic spirit. Through the study of patriotism education, students can realize that although the country is based on specific forms, it can also be represented by special symbols. Because students are at different ages, their cognition of the country is also gradually changing. With the deepening of students' patriotic education, the specific form of the definition of the state will gradually rise to the symbolic form, and finally sublimate to the abstract form. By integrating the cognitive level of the country in each period, we can get a relatively three-dimensional concept of the state [1-8].

1.1 The first level: have a clear understanding of the specific form of the state

The specific form of the state is the carrier of the state in the material level. The mountains, rivers, living things and so on in the national territory are the specific manifestations of the state. Before school education, preschool children have no specific understanding of the country because most of their daily activities are in the surrounding areas of their families. After entering the school to study, the scope of students' daily activities has expanded rapidly, and the contact personnel are no longer limited to relatives and friends, and gradually formed the understanding of the specific form of the country in mind. As an educator, we should not only pay attention to and understand the physical and mental health of students in our daily life, but also earnestly implement the leadership of the party and strengthen the patriotic education for students. When students are seven to nine years old, they have a clear understanding of the specific form of the country, and they will have a systematic preference for their own country's citizens. Therefore, in order to strengthen the guidance of students, and considering that the students are more careful and their wisdom is not mature, the school focuses on the cognition of the specific state form. With the help of the rapid development of multimedia classrooms and Internet applications, the great appearance of the motherland's mountains and rivers is presented to the students, such as the towering and majestic Mount Tai, the surging Yangtze River and the Yellow River, and the roof of the world In order to enhance the students' patriotic feelings, or to tell the long history of our country to the students, let them marvel at the strength of Chinese poetry, revel in the beauty of Tang poetry, and indulge in the euphemism of Song Ci, so as to enhance the students' national cohesion. By explaining the specific form of the country to students, we can leave a deep impression on the face of the country in the students' minds since childhood, and provide sustenance for students' initial patriotic feelings.

1.2 The second level: understanding the symbolic form of the state

The national emblem, the national flag and the National Anthem often heard in our daily life all belong to the symbolic form of the country and are the meaningful symbol of the country. With the maturity of students' minds, the cognition of the state will gradually deepen, gradually rising from the level of concrete form to the level of symbolic form. In this process, students' Union gradually realizes that the state is not only the carrier of materialized material level, but also has a deeper and broader significance. For example, when the national flag is raised and the national anthem is sung in the school, the feelings that emerge in my heart can not find sustenance in the material level. As an education practitioner, at this

time, we should take the initiative to carry out the next step of patriotism education for students, which is not only to help students understand the symbolic form of the country, but also to further strengthen students' support for patriotism.

1.3 The third level: have a certain understanding of the abstract form of the state

The economic system and political system of a country are the abstract forms of a country. For example, the socialist system led by the Communist Party of China is one of the manifestations of the abstract form of our country. Only when the students grow up to a certain extent, they will not be confined to the specific form and symbolic form of the state, but will see through the external performance of the country, look directly at the most fundamental political system, economic system and other abstract forms of a country, and finally fully understand the concept of three-dimensional state at three levels. When the students' understanding of the country reaches the third level, the students' patriotic feelings for a country are more focused on the identification of the national political system, economic system, and other abstract forms. However, the students' identification of the abstract forms is mostly rooted in the specific form and symbolic form. Although students' cognition of the three levels of the country is hierarchical, the three cognitive forms are not separated from each other, but closely linked. With the gradual maturity of students' minds, students will gradually realize the unity of the three levels of opposition.

2. THE EMOTIONAL LOGIC LEVEL OF PATRIOTISM

Like students' cognition of the country at different stages of their mental development at different levels, students' patriotism shows different ways in different periods, and there are certain levels of differentiation.

2.1 The first level: emotional patriotism

Under the stimulation of some external environment or atmosphere, the strong patriotic feelings of students are also the expression of immature body and mind. This kind of emotional patriotism has the characteristics of "come fast, go fast". It is the patriotic emotion that students emerge because of emotional bewitchment, rather than the patriotic feeling derived from inner recognition after rational criticism Huai. In the primary stage of patriotic education, the perfect image of the state is displayed in front of students, which is conducive to strengthening students' sense of national identity and cultivating primary patriotic feelings. Through the stimulation of constant patriotic atmosphere, students are gradually impressed in the bottom of their hearts. At the same time, because students' minds are not mature, it is necessary to prevent intentional people from using students' love Nationalist feelings do things that are not conducive to social stability and unity.

2.2 The second level: rational patriotism

With the growth of age and the teachers' group's Xin Xin teaching, the students' mind gradually develops and matures, and the students' emotion tends to be more rational and patriotic. The obvious difference between the second level and the first level is that in emotional patriotism, the emergence of patriotic emotion is mainly through the stimulation of external atmosphere, and this emotion itself is not controlled. At the second level, students gradually begin to have independent thinking ability and can have their own clear judgment. The emergence of patriotic emotion is no longer affected by environmental stimulation But because of his own rational criticism of the identity from the heart, so rational patriotism is controllable. During this period, students gradually realized that the country was not perfect, but there were certain defects in all aspects. Students' blind emotional patriotism began to fade, and gradually realized that patriotic emotion should be tested by rational criticism. In this period, students will gradually develop their independent thinking ability in thinking with all aspects of society. Students will be more concerned about what the country is like, and verify it repeatedly in daily life, to improve their patriotic thinking. As an education practitioner, we should fully realize that we should guide students to learn patriotism the duty of moral education is to help students establish correct patriotism concept.

2.3 The third level: piety and patriotism

When the students' mind is approaching the mature stage, the students' patriotism will be sublimated again, from the rational decision whether to be patriotic or not to the pious patriotism of "even if the country has made thousands of mistakes, it will still be our country in the end". At the highest level of patriotism, although students will still be dissatisfied with some aspects of the country, they will also carry out rational criticism This will not reduce the feeling of patriotism in the heart. At this moment, patriotism is no longer a weight that can be measured by foreign objects, but a belief rooted in the heart. It will not increase or decrease because of foreign objects, and it will be permanent and pure. Under the influence of piety and patriotism, students will establish an inseparable relationship with the country. The students' Union will connect their future development with the future destiny of the country, make unremitting efforts to realize the prosperity, strength, and democracy of the country, and devote themselves to the construction of the big family of the motherland.

3. IMPLEMENTATION STRATEGY OF PATRIOTISM EDUCATION IN STAGES

3.1 Primary school period: focus on cultivating students' patriotic feelings for the country

In primary school, students' mental development is not yet mature, in the primary stage of the education system, just from the family with strong privacy to the school family. The selection and teaching of patriotism education textbooks must fully consider the students' stage development status, because the pupils' mind is not perfect, the emotion is not stable, and the way of looking at things is not reasonable Therefore, the patriotism education in this period is inclined to the specific form of narration. In this period, primary school students have weak points in logical thinking, it is difficult to understand the significance of the state in the symbolic level and the abstract level, only for the specific form of

the country can be more easily understood. Based on this, we should focus on cultivating pupils' patriotic emotion for the country, and the cultivation of emotion can not do without the cognition of national material and symbol. Due to the large span of primary school grades and the critical period of rapid development of students' minds, primary schools can be divided into high and low grades, and patriotism education can be carried out separately. In lower grades, we can tell students about China's rivers and mountains, local conditions and customs through multimedia Internet, and guide students to have a sense of belonging to the country, which is patriotism In the patriotic education of senior primary school, teachers' groups should guide students to understand the national emblem and national flag, and explain the significance behind them. In order to further improve students' subjective initiative, they can also lead students to visit Tiananmen Square, Taierzhuang war memorial site, Jinggangshan revolutionary base and other places of national significance District, through the use of national material and symbols, to create a good patriotic education environment, so that students in the patriotic atmosphere of continuous edification, so that patriotism in the body of students constantly nurture development.

3.3 Middle school period: focus on training students to look at the world with a rational perspective

With the continuous growth of students' age, students' mind is constantly improving, but at the same time, this period is also a critical period for the emergence of students' self-consciousness. We should always pay attention to students' mental health status and conduct psychological health counseling in time. At the same time, in this period, students' emotion will be more stable than that in primary school, and they will no longer be easily affected by the surrounding environment or atmosphere. They will begin to learn to look at problems with a rational perspective. However, due to the immature concept system of their own, teachers' team is more needed to provide guidance and help. To carry out patriotism education in middle schools should be to let students understand the country more fully, to tell students about the past and future of the country, and hope that students can create a brighter future for this country.

3.4 University period: focusing on guiding students' Patriotism

When students enter the University, it marks the further maturity of students' ideological system. In this period, students' understanding of moral concepts has been extremely comprehensive. If the school continues to focus on improving the moral level of students, it is mostly futile, and it is likely to become meaningless preaching. In this case, schools should introduce the focus of education from theory to practice, guide students to integrate patriotism into their daily life, and make contributions to the national cause in the reality. For schools, we should encourage students to participate in the management and service of student affairs, enhance their sense of participation, enhance their sense of identity with the school, deepen their heroism, and regard the state and the individual as an integral whole; At the

same time, it is also necessary to guide students to closely link their personal future development with the national prospect. The fundamental purpose of patriotism education is to create a group of next generation willing to contribute to the construction of the country, hoping that today's students will become the pillars of tomorrow. When carrying out patriotism education in schools, we should avoid restricting students' learning scope within the school. Instead, we should guide students to find their own position on a broader stage and strengthen their patriotism belief in the social tempering. However personal interests and national interests are sometimes not unified, and sometimes there are conflicts. Students should make clear their beliefs, make correct choices, and explore a new win-win model of personal interests and national interests. Only in this way can patriotism education effectively connect with students' daily life and devote themselves to the great goal of China's rejuvenation.

Today, patriotic education is still the key content of education in universities. Even in today's rapid changes, patriotic education still shows unimaginable vitality. However, even after Colleges and universities have invested a lot of resources in patriotic education, most of the understanding of patriotism still stays in a comprehensive concept, rather than from a multi-dimensional perspective. This should be an important missing part of patriotism education. In addition, due to the particularity of patriotism education, the teaching of patriotism is still a comprehensive concept Education should not only be confined to the school, but also should go out of the school to let students really understand what kind of country they live in, so that students can better experience the central idea of patriotic education.

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The Research on The Mechanism of Education for Graduates with Supervisor and College Counselors

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Abstract: In 19th CPC National Congress, the president of China Xi Jinping pointed out that youth prospering is national prosperity while youth is strong while state is strong. If the young generation has ideals, abilities and responsibilities, the country has a future and the nation has hope. At the National Conference on Ideological and Political Work in Colleges and Universities, the president also stressed that ideological and political work should be run through the whole process of education and teaching, to realize the whole process and all-round education. Higher education plays an important role in national development. As the highest level of higher education, graduate education is an important source of talents for China's socialist construction. With the continuous expansion of the graduate group in recent years, how to do a good job in graduate education, how to let counselors and supervisors cooperate to educate people, play a joint force, and cultivate graduate students with ideals, responsibilities, and dare to bear the responsibility of the times has become an important problem faced by Colleges and universities.

Keywords: College students; Psychological crisis; Preventive mechanism

1.INTRODUCTION

The role of graduate supervisors and graduate counselors in graduate ideological and Political Education

2. THE MAIN ROLE OF GRADUATE SUPERVISORS IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF GRADUATES

Several opinions of the Ministry of education on Further Strengthening and improving the ideological and political education of postgraduates clearly stipulates that we should give full play to the role of supervisors in the ideological and political education of Postgraduates [1-3]. Teaching and educating are the two basic duties of a tutor. The tutor is responsible for the ideological and political education of postgraduates. *Opinions of the Ministry of education on the full implementation of the responsibilities of graduate supervisors to cultivate morality and cultivate people* points out that the responsibilities of graduate supervisors include improving the ideological and political quality of graduate students, cultivating their academic innovation ability, enhancing their social responsibility, guiding them to abide by moral standards, optimizing their training conditions and paying attention to their humanistic care In recessive and undisciplined.

A tutor usually only faces a few graduate students, and basically gets along with the graduate students every day. Under the guidance of the tutor, graduate students will learn knowledge, explore topics, and complete papers. In the process of communication with the tutor, students are easy to be driven by the personality charm of the tutor, to enhance the trust of the tutor. In terms of graduate students' thinking and learning, the tutor is the person who knows most about the graduate students, and is the best person to track and guide the whole process of graduate students' thoughts and behaviors, and can carry out ideological and political education in a timely and efficient manner.

3. THE MAIN ROLE OF GRADUATE COUNSELORS IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF GRADUATE STUDENTS

The main responsibilities of counselors include ideological and political education and value guidance, party and League and class construction, study style construction, students' daily affairs management, mental health education and consultation, network ideological and political education, campus crisis response, career planning and employment guidance, theoretical and practical research. Graduate counselors mainly play the role of "political guide" in graduate education. They are familiar with students' daily affairs management and maintain good communication with teachers and school party and government organs. They can grasp students' ideological trends at any time, effectively guide students' value, and have comprehensive quality. Students are more willing to open their hearts to counselors.

Description of the current situation of Ideological and political education for Postgraduates

3.1 The problems of graduate students themselves

Compared with undergraduate students, Graduate Students' thoughts are relatively active, and their ideological dynamics show new characteristics of the times. Most of their life is in the laboratory, and they are exposed to more topic content. They are often faced with huge pressure of scientific research, and their life is relatively monotonous. Some graduate students often do not have much contact with supervisors and counselors, and graduate students are making life choices in the important period, the emotion is unstable and easy to change. When facing great pressure, he often shows the abnormal behavior of low mood, abnormal behavior and

even suicide.

3.2 The problems of graduate supervisors and graduate counselors in collaborative education

First, there are cognitive problems in the collaborative education between graduate counselors and supervisors. Graduate supervisors believe that their main responsibilities in the process of graduate education are professional academic education, such as professional knowledge imparting, professional topic guidance, guidance to complete professional papers, etc., paying more attention to graduate students' studies, ignoring the ideological and psychological dynamics of Postgraduates [2]. Graduate counselors in the process of graduate education pay attention to the daily management of students, often busy with some transactional work, ignoring the important responsibilities in the ideological construction, political construction, psychological construction of graduate students.

Secondly, there is an obvious lack of joint force between graduate counselors and graduate supervisors in collaborative education. The supervisors focus on imparting academic knowledge, while counselors focus on daily management. They lack of contact and resource sharing before, and their respective advantages are not effectively displayed, resulting in a great reduction in the joint efforts of Education. Counselors are unable to communicate with their supervisors to understand the latest developments of students. When the supervisors find out the problems of students, they lack the ways to deal with the problems. Therefore, the supervisors and counselors have become two relatively independent groups.

There are still some problems in the collaborative education between graduate counselors and supervisors. A good system is the guarantee for effective work, such as assessment system, incentive system, etc. at present, most colleges and universities have no system, fuzzy system and insufficient implementation of the system, which leads to no formal work communication between Counselors and teachers Rules can be followed, supervisors cannot be integrated into student management, counselors cannot be integrated into teaching management, collaborative education efforts are greatly reduced.

To explore an effective collaborative education mechanism between graduate supervisors and counselors

3.3 Clarify the division of labor between supervisors and counselors in the process of graduate ideological and political education, and give full play to the role of collaborative education

Colleges and universities should always adhere to the moral education as the central task, and cultivate qualified socialist builders and successors. Counselors and supervisors are two important forces in the ideological and political education of graduate students. They should not only perform their own duties but also complement each other. The two need to clarify their own advantages and disadvantages, complement each other, to maximize the effect of collaborative education. The two should complement each other's professional advantages.

Counselors can give full play to the advantages of Ideological and political education professional background, and carry out ideological and political education in the fields of Party and League work, mental health education, career planning and other fields. At the same time, counselors should go deep into the students' group meetings, and broaden their work coverage during their daily study. The tutor should try the ideological and political education boldly, explore the ideological and political education curriculum, imperceptibly combine the ideological and political elements with professional education, and make the ideological and political education more theoretical, practical, and scientific.

Supervisors and counselors should strengthen communication. Counselors should share the students' information with their supervisors in a timely manner to help them pay attention to the students' situation in the laboratory and relieve the pressure of students; the supervisors should feedback the problems encountered by students in learning to the counselors, to make more rapid, effective, and professional response measures. Counselors and supervisors complement each other in Ideological and political education of postgraduates to ensure the normal learning and life of students in and outside the classroom.

3.4 Build an exchange platform for supervisors, counselors, and graduate students to give full play to their enthusiasm and initiative

Good communication is the guarantee of effective collaborative education. It is an important work to establish and improve the communication platform between supervisors, counselors, and graduate students. Taking students as the center, a closed-loop communication circle is formed around students' daily learning, scientific research and daily life. The exchange feedback between supervisors and counselors, heart to heart talks between Counselors and students, close contact between students and supervisors, one link to find problems, link to each other, and solve problems timely and effectively.

3.5 Establish corresponding system to supervise and guarantee the cooperative education mechanism

The counselors should be put into the tutor's daily assessment for scoring evaluation. At the same time, the assessment of the tutor should include the development of Ideological and political education. At the same time, the overall assessment of counselors and supervisors should add the item of collaborative education. A good system can arouse mutual attention between Counselors and supervisors, and at the same time, it can ensure the effective development of collaborative education.

4.CONCLUSION

To sum up, counselors should make full use of the advantages of supervisors and research institutions, and make them complement each other in terms of ideological orientation and scientific cooperation. The goal of education should be put into effect and serve the overall development of graduate students.

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A Summary of The Influencing Factors of College Students' Human Resource Quality

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Abstract: To improve the quality of human resources of college students can ensure that there are enough talents to support the development of our country, and enhance the comprehensive national strength of our country. This paper analyzes the problems in the process of research on the quality of human resources, analyzes the factors that affect the quality of human resources of college students, and puts forward measures to improve the quality of human resources of college students, hoping to make college students play a role and provide support for the construction of the motherland.

Keywords: College students; Human resources; Quality; Influencing factors

1.INTRODUCTION

Human resources not only require sufficient human resources, but also need to consider the quality of human resources. College students are the key component of human resources. Improving the quality of College Students' human resources can provide support for improving the overall quality of human resources, so that China can develop and occupy the talent advantage in international competition.

2. PROBLEMS IN THE PROCESS OF STUDYING THE QUALITY OF COLLEGE STUDENTS' HUMAN RESOURCES

In the process of the research on the quality of human resources of college students, there are a series of problems, which can be summarized as follows: first, the influencing factors are not clearly divided, there are some repetitive contents. Second, in the process of research, only from their own point of view, there is no systematic, comprehensive consideration [1-3]. Third, in the study of the factors that affect the human resources of college students, we pay too much attention to the changes of students caused by the school, and do not consider their own reasons. In the process of research, excessive reliance on experience, no data as support, lack of rationality. In addition, the research is usually conducted from a certain angle, which leads to the results being too one-sided.

3. INFLUENCING FACTORS OF COLLEGE STUDENTS' HUMAN RESOURCE QUALITY

3.1 School curriculum

The school curriculum arrangement has a key impact on the quality of college students. First, quality education for college students can improve their cognitive ability and thinking ability and make them willing to innovate. Second, the employment guidance related courses for college students can enhance their practical ability, form a correct understanding of their career, and be more active in career planning in the future to understand the market situation and enterprise demand.

3.2 Teachers' professional level

Teachers' professional level will affect the quality of teaching, to a certain extent, can determine whether human resources can be improved. Therefore, in the process of education, schools should train teachers to improve their professional level, and cooperate with relevant experts outside the school to guide students in employment, to improve students' comprehensive ability and help them adapt to future work more quickly.

3.3 Cooperation between schools and enterprises

The cooperation between schools and enterprises can supplement teaching, make students have a certain understanding of future work through practice, improve their professional skills, and cultivate comprehensive talents suitable for the development of enterprises. And the school should encourage students to carry out career planning, so that students can have a correct understanding of themselves and become more confident in their future study and work. If the school does not pay attention to the cooperation with enterprises, college students do not understand the outside society and have poor practical ability, which can not meet the needs of social development.

3.4 Ways to evaluate students

The way to evaluate college students can have an impact on the development of college students. Therefore, teachers should reasonably evaluate college students and understand their learning process in the process of teaching. And according to the learning level of college students to plan the teaching program, to ensure that teaching and learning needs of students can be more synchronous. In general, when college students are applying for jobs, enterprises need some certificates from college students, which requires college students to carry out assessment. Colleges and universities record the assessment results of college students, and use appropriate methods to evaluate college students, which can make enterprises have a more comprehensive understanding of college students and improve the probability of College Students' employment success.

3.5 Use of information technology

With the development of science and technology, information technology is applied to teaching. It can improve students' ability of autonomous learning, meet the personalized needs of different students for learning, and establish an Internet platform free of time and place restrictions, rich teaching resources, and be able to

communicate and communicate, so that students have more learning space and study many times, laying a good foundation for improving the quality of human resources of college students [3-5]. Influenced by traditional teaching concepts, some teachers are not willing to use information technology in the teaching process, resulting in the low quality of human resources of college students.

3.6 Cultural atmosphere of the school

The cultural atmosphere of the school can have a subtle impact on college students, and it can not be ignored in the development of human resources. The cultural atmosphere of a school can expresses the teaching methods and concepts of a school, and is an effective way to achieve the goal of quality education. Therefore, it is necessary to create a suitable cultural atmosphere. The campus cultural atmosphere of college students can be displayed in two ways. First, with the help of community organizations to enhance the adaptability of college students. Second, with the help of employment culture to help college students' practice, effectively improve the quality of human resources of college students. If the school's cultural atmosphere is not suitable for the development of college students, the quality of College Students' human resources can not be improved.

3.7 Self development of students

Students' self-development is an important way to promote students' growth and progress and show their value. Only when students are willing to self-development, can the measures to improve the quality of human resources of college students play a role. The self-development of students shows the feasibility of improving the quality of human resources of college students. It mainly refers to that college students actively study, formulate learning objectives, and find the important influence of national policies

When colleges and universities train college students, they will be affected by national policies. With the improvement of economic level, the type and quantity of enterprises increase, and the number of college students increases. When choosing jobs, both enterprises and college students have the space to choose, which enables college students to play a role in the appropriate positions and plays a positive role in promoting the quality of college students.

4. MEASURES TO IMPROVE THE QUALITY OF HUMAN RESOURCES OF COLLEGE STUDENTS

4.1 Combine theory and practice in the process of teaching

In the process of teaching, colleges and universities should change the traditional teaching concept, so that students can master more professional skills, improve themselves, and have enough ability to solve the professional problems in life and work. In this process, teachers should develop themselves, lead students to practice, combine theoretical knowledge and practical skills, provide more opportunities for students to practice, make students deepen their impression through practice and improve their professional level.

4.2 Scientific and reasonable use of information technology

With the development of Internet, education has changed under the influence of information technology. Teachers should continue to learn, master the latest information technology knowledge and application, enrich the way of teaching. Second, in the process of teaching, teachers should make full use of information technology to improve students' autonomous learning ability. For example, teachers can put forward a question, let students find information by themselves, and solve the problem through communication and thinking. If students' answers are wrong, teachers should encourage students to realize that autonomous learning is effective. Third, in the process of teaching, teachers can use information technology to make and play micro lessons, explain the key points and difficulties of a certain knowledge, so that students can focus more on learning. In addition, ask students some open questions, do not set the corresponding standard answers to limit students, provide students with divergent thinking space, so that they can think and explore the same thing from different angles, and study independently.

4.3 Strengthen school enterprise cooperation to create a suitable campus cultural environment

First, in the process of school enterprise cooperation, the school should reasonably arrange teachers and advanced technical personnel of enterprises to explain to students in turn as much as possible, so that students can understand the practical needs of enterprises while learning theoretical knowledge, and make appropriate adjustments to teaching arrangements based about enterprises [5]. Second, strengthen the school enterprise cooperation, can make the enterprise culture into the school culture, create a suitable campus cultural environment, so that students under the influence of the environment, actively participate in learning, improve themselves.

5.CONCLUSION

According to the above analysis, with the development of the times, college students' human resources have played an increasingly important role. Systematic and comprehensive analysis of the factors affecting the quality of College Students' human resources, and taking measures to improve the quality of College Students' human resources, can improve the ability of college students in all aspects, enable them to play their own value and make contributions to the development of society.

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Research on The Influence of Mobile Phone Dependence on College Students' Physical Activity

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Abstract: In order to explore whether the degree of mobile phone dependence affects college students' physical exercise behavior, this paper mainly uses the methods of literature review and questionnaire survey. According to the research results, there is a negative correlation between the level of sports activities and the tendency of mobile phone addiction. The lower the level of sports activities, the higher the tendency index of mobile phone dependence, on the contrary, the lower the index of mobile phone dependence tendency, The higher the level of sports activities.

Keywords: Mobile phone addicts; College students; Physical exercise behavior

1. INTRODUCTION

Mobile phone dependence has been recognized as a harmful social behavior all over the world, mainly including the impact on human health and social public safety. Mobile phone dependent groups usually have comprehensive negative reactions of physiological and psychological symptoms, and generally have the characteristics of low level of physical activity. Moreover, due to long-term sitting and ignoring their own health, a series of sub-health syndromes are caused, such as lack of sleep, Eye fatigue, immune function decline, learning efficiency is low, interpersonal apathy, and mental health level decline [1-10].

2. RESEARCH OBJECT AND METHOD

Based on the general situation questionnaire, the mobile phone addiction tendency scale and the sports activity rating scale for college students, involving demographic indicators and the average use time of smart phones in a week, a questionnaire was distributed to 300 non sports major students from two universities in a city, and 280 valid questionnaires were collected. Using descriptive statistical analysis, the data in the IBM.SPSS21 0.

3. RESEARCH RESULTS

3.1 It can be seen from **Table 1** that the total score of mobile phone dependence tendency of 521 college students in this survey is at the medium level (52.63 ± 4.91). According to the scoring standard of Xiong Jie mobile phone addiction tendency scale, the total score is between 16 and 80. The higher the score, the higher the degree of mobile phone dependence.

Table 1. Mobile phone addiction tendency scale (n = 280)

Mood change	Social comfort	Salience behavior	Withdrawal symptoms	MPATS total score
10.54±2.16	10.61±2.31	12.04±2.11	16.97±2.26	52.63±4.91

3.2 From **Table 2**, the correlation between sports activity level and the total score of mobile phone addiction tendency scale is between -0.403 and -0.486 (see table 10), showing a negative correlation, both of which have statistical significance. The lower the level of sports activities is, the higher the mobile phone dependence tendency index is; on the contrary, the higher the sports activity level is, the lower the mobile phone dependence tendency index is.

Table 2 Correlation between sports activity level and mobile phone dependence tendency of college students (R)

Sports activity level	MPATS total score	SIG bilateral
Small amount of exercise	-0.363	0.017*
Moderate exercise	-0.389	0.023*
A lot of exercise	-0.403	0.029*
Total	-0.486	0.001**

Through the analysis of the data in the questionnaire, about 80% of college students have different degrees of mobile phone dependence, and the exercise behavior of college students with high scores of withdrawal symptom dimension and salience behavior dimension have obvious influence, Their physical exercise intensity is in the low intensity level, and the duration of physical exercise is only up to There was a negative correlation between the degree of mobile phone dependence and exercise behavior. (2) in the gender difference, the number of times of men participating in physical exercise was more than that of women; and in the intensity of exercise motivation, exercise efficacy, physical efficacy and cognition of physical exercise, men were significantly ahead of women, but the gender difference was in the degree of mobile phone dependence It's not obvious.

4. CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Daily physical exercise activities should be the most important part of College Students' life. However, it is

found that more and more college students have fewer and fewer physical exercises in a week. The reason may be that the extracurricular activities are not rich enough and the audience involved are relatively shallow, which makes students prefer to play mobile phones rather than participate in extracurricular activities, even if some people participate It is difficult to arouse students' interest in participation if they are not in the heart.

And according to previous studies, the characteristics of addictive behavior usually have depression or low willingness. These problems are related to low dopamine. Mobile phone dependence can inhibit college students' exercise behavior and reduce the frequency, intensity, and time of daily exercise activities, At the same time, it weakens the ability of self-management, so reducing the phenomenon of College Students' mobile phone dependence and cultivating the habit of physical exercise is of great importance to the development of contemporary college students.

4.2 Suggestions

From the perspective of theoretical significance, at present, researchers have intervened on mobile phone addicts through psychological treatment methods, such as group counseling, cognitive behavioral therapy, etc. among these types of behavior therapy, cognitive behavior therapy (CBT) is a representative method to change thinking and behavior, and motivational interview (MI) is for those who are not ready to change their behavior It is also a simple treatment, but these interventions must be carried out by psychological professionals. It is not easy for the general public to implement and adhere to them. Therefore, recreational therapy and physical exercise therapy are also beneficial auxiliary treatments.

Scientific and systematic physical exercise programs can bring positive effects on psychology and physiology. It mainly promotes people to form a healthy and regular sports lifestyle. Sports intervention is to advocate the use of sports methods to assist disease treatment, and use sports based on sports science to help patients recover. It follows the scientific process. When college students increase the number of times (frequency) of physical exercise per week, it means that college students reduce the long-time sedentary behavior in their daily life, replace the frequency of playing mobile phones for a long time with a more healthy lifestyle, and spend more spare time on physical exercise that is beneficial to physical and mental health, rather than relying on mobile phones which have negative effects on psychology.

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The Evolution of The Policy of After Service Training for Primary and Secondary School Teachers

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Abstract: In the teaching work of primary and secondary schools, teachers are the main organizer and guide of the classroom, and the leading maker of teaching tasks. They play an irreplaceable role in the process of classroom teaching. In order to improve the effectiveness of teaching work, it is very necessary for teachers to carry out post job training. In the training, not only can teachers' professional ability be improved, but also can teachers' professional ability be improved in order to master more teaching methods and skills, it is very helpful for them to integrate into the classroom and students.

Keywords: Primary and secondary school teachers; Post job training; Policy

1.INTRODUCTION

We need to know that the training policy of primary and secondary school teachers has been developing and changing for many years, which also reflects from the side that our country attaches importance to education. In addition to improving the quality of teachers as human capital, we need to assess their abilities in all aspects. Only in this way can we continuously promote the development of education in our country.

2.AN ANALYSIS OF THE EVOLUTION OF THE POLICY OF AFTER SERVICE TRAINING FOR PRIMARY AND SECONDARY SCHOOL TEACHERS

2.1 Education Based On Academic Compensation

Since the founding of the people's Republic of China, the relevant departments have set up the teacher education system very quickly. They train senior middle school teachers, junior middle school teachers and senior and junior middle school teachers to different degrees, and the training of these teachers are normal university, normal college, secondary and primary normal school. Gradually in the 1960s, primary normal schools began to be cancelled, and the task of training junior teachers in primary schools fell on secondary normal schools. In China, the development of teacher education has a certain lag [1], so that some unqualified teachers will flow into the ranks of teachers. It is believed that this is also one of the important reasons for the implementation of education policy based on academic compensation to carry out post job training for primary and secondary school teachers in more than 40 years. To a certain extent, this policy can well reflect the focus of in-service training of primary and secondary school teachers in our country, even if their education can meet the qualification standards, to lay a solid foundation for the smooth development of teaching work.

2.2 Education Compensation To Continuing Education

In the middle and late nineties of China, there was a certain adjustment in the post service training policy for teachers. Based on the implementation of the original education compensation policy, we should strengthen the work of continuing education for teachers. Of course, the focus of this adjustment is also more inclined to continuing education. Since then, some documents have been issued successively, which point out that for primary and secondary school teachers, participating in continuing teachers is not only their right, but also their obligation. If teachers want to continue to engage in education and teaching, they need to pay for it in stages, and believe that they will eventually get corresponding value returns. At the same time, the relevant departments put forward to continue education for primary and secondary school teachers, which is also a direct reflection of the state's responsibility. Until 1996, the idea of continuing education for primary and secondary school teachers was further implemented, and the promulgation of relevant policies was the best performance. It is not difficult to find out from the adjustment of this new policy that there are two main purposes for the national relevant departments to carry out post job training for primary and secondary school teachers. In addition to making the teachers with unqualified academic qualifications reach the qualified level [2], it is more important to strengthen the professional quality of teachers and make their ideological and political level reach a certain height.

2.3 Comprehensive Promotion of Continuing Education for Primary and Secondary School Teachers

In the 21st century, there will still be a considerable number of primary and secondary school teachers can not reach the qualified academic level, so as to further promote the work of continuing education of primary and secondary school teachers, the main purpose is to improve the primary school teachers' team, constantly improve the teachers' strength, and at the same time, meet the development needs of quality education. In the following two years, the relevant education departments issued some new policies in order to comprehensively promote the continuing education of primary and secondary school teachers. In the first mock exam, the whole nation and the whole staff are clearly reflected in the policy. The most important thing is the whole staff. The so-called "full staff" does not mean that all primary school teachers should participate in the training of

unified mode, but will be arranged in different categories and targeted training for teachers. For example, some new teachers and some teachers who have worked for many years will be separated in the training, so that their teaching ability can be fundamentally improved.

3.THE VALUE CONCEPT EMBODIED IN THE EVOLUTION OF THE POLICY OF AFTER SERVICE TRAINING FOR PRIMARY AND SECONDARY SCHOOL TEACHERS

3.1 Using Academic Education to Strengthen the Human Capital of Teachers

As we all know, the education for academic qualifications is managed by the state from the beginning to the end. Whether it is the preparation and distribution of the early teaching plan or the implementation of the later teaching plan, it must be reviewed by the relevant education departments. Education background is very important for a person. It is not only a general term of learning experience, but also a person's education level. Especially for the group of teachers, education background has its special significance. The premise of becoming a qualified teacher is to achieve a certain education level. After all, no matter what the problem analysis is for the educated people And the ability to solve, or its work efficiency will be more or less to win with people who have not been exposed to education, I believe this is also in the public view, education is quite important one of the reasons. In order to promote the progress of society and the development of education, many countries have incorporated academic education into the content of teacher education, and China is no exception.

3.2 Promoting Teachers' Development Through Continuing Education

Academic education is important, but in the context of the new era, the content of teacher training should be constantly enriched. Only in this way, teachers can improve the teaching effect in the actual teaching work. From this point of view, the implementation of continuing education for teachers is an inevitable requirement of the development of the times. On the one hand, academic education can not run through the whole career of teachers. Academic qualifications can only prove that teachers have entry-level qualifications. Teachers with higher education often have a higher starting point, which does not mean that they will become an excellent teacher later [1-4]. Therefore, in order to promote the professional teaching ability of teachers, make them keep up with the pace of the development of the times, carry out continuing education for them It's the best choice. In addition, some scholars once said that education should

run through people's life. Only through continuous learning can people strengthen the reserve of knowledge and improve their comprehensive literacy to different degrees. It is also influenced by the theory of lifelong education that China began to gradually implement continuing education, to promote the development of education in China. On the other hand, continuing education can promote the development of teachers' career. To a certain extent, continuing education can meet the needs of teachers' own development. After all, people's development experience is constantly changing in a certain period. When people's achievements reach a high level, they will have burnout psychology, which will have a certain negative impact on their later career development. When the career stagnates, there will be the aging phenomenon, which is often said by the big family It mainly refers to the aging of ideas and technologies. We should know that teachers will face dozens of students in the teaching process, and the output of knowledge points can be said to be very large. As time goes by, if teachers can't supplement more knowledge, not only will there be aging phenomenon, but also more and more lack of initiative, which will not only affect the development of teachers themselves, but also be extremely detrimental to the growth of students.

4.SUMMARY:

To sum up, through sorting out the evolution process of China's after service training policy for primary and secondary school teachers, we can find the importance of continuing education for teachers. Therefore, if teachers want to make their career development better, they must continue to learn and dare to improve themselves, so that they can help the development of students.

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Research on The Design and Development of Silk Scarves with Yao Embroidery Fish Pattern

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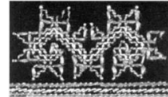
Abstract: This research gets rid of the inherent form of the traditional embroidery "fish" pattern of Hezhou Yao nationality, takes the silk scarf as the carrier, the pattern reflects the constituent elements and forms, and develops a variety of creative designs of silk scarves for ladies to wear. In addition to the form of scarves, it is also proposed that scarves can be developed and applied in scarves, ties, bags, and other aspects. The purpose of the research is to develop a silk scarf design which has both the characteristics of the Yao nationality and the characteristics of the Yao nationality. In addition, its purpose is to develop and understand the traditional beauty of Yao's clothing patterns and apply them to the design works, and develop and utilize geometric figures such as dots, lines, planes, triangles, rhombus, etc., to abstract the form beauty and texture of fish. It was applied to the design of silk scarves and three works were made. This paper applies the developed textile design to the cultural commodities of Yao nationality image, re evaluates the value of traditional clothing patterns of ethnic minorities from a modern perspective, and improves the synergistic effect of the inherent and excellent characteristics of traditional culture. Through this study, we hope to study the design of Chinese ethnic minority patterns through modern design, fashion, and application in commodity development.
Keywords: Yao clothing fish pattern; Silk scarf; Dzot; Line and surface elements; Geometric figure

1. PREFACE
1.1 Research purpose
In recent years, with the revival and popularity of Chinese traditional costumes, the cooperation of international luxury brands in the design of ethnic minority patterns has increased. It can be said that now has ushered in a new model era in which culture becomes competitiveness and culture becomes commodity. Therefore, this study will understand the history and shape of Yao's "fish" patterns, and according to the modeling characteristics of Yao's "fish" patterns, such as materials, techniques and structures, the method and performance of point, line and surface design will be used. In order to get rid of the traditional expression of Yao embroidery, a variety of creative patterns are developed by using the "fish" shape of the main body and the "sum" form of the constituent elements. The pattern design can be deduced in the way of scarves, ties, and bags. The purpose of the research is to develop the pattern design which has both the characteristics of Yao nationality and the characteristics of Yao nationality. In addition, I hope to develop and understand the traditional beauty of Yao costumes and apply them to the design of works, in order to establish a more distinctive image of Yao costumes [1-5].

2. THEORETICAL RESEARCH
2.1 The theme and structure of Yao's clothing patterns
From the analysis of the theme of patterns: Yao clothing patterns have geometric patterns, plants, animals, figures, patterns of natural forms, etc., but the most widely used in life are geometric patterns, plant patterns and animal patterns. Some of these patterns are the copy of things and totem marks, some are the combination of different plants and animals, after continuous development, evolved into geometric figures and handed down. These traditional patterns contain the culture of Yao nationality and reflect the content of social life and people's aesthetic views in a certain period. Yao clothing patterns are closely related to Yao people's life and production, regional customs, religious beliefs, aesthetic concepts and so on, which are closely related to each other, so they can be widely popular in their own nation, as Table 1.

Table 1. Theme of pattern expression

The patterns of Yao women show that Yao people wear costumes to celebrate the festival.	The combination of "pine tree" pattern and "Jian" pattern of Yao nationality shows that Yao people pray for the protection of tree god.	Yao culture influenced by Buddhism, 卍 The religious worship of Yao people is reflected in the patterns of characters.	Influenced by Chinese Han culture, "dragon" pattern is the totem worship of Yao people.	Abstract geometric patterns are the deformation of animal and plant patterns and a way of Yao people's recording of life.	Octagonal pattern, also known as sun pattern, shows Yao people's worship of the sun.

From the Yao clothing pattern structure analysis: roughly can be divided into three types: first, the geometric pattern as the main body Secondly, animal and plant patterns are taken as the main body, and the geometric patterns form a continuous pattern, which plays the role of beautifying the main body; thirdly, the geometric

patterns are mainly used, and different geometric patterns are interspersed and combined to form a clear hierarchy. The patterns are rich in color, mainly in red, yellow, rate, white, black five colors, bright colors, clear primary and secondary.

2.2 Brief introduction to the elements of point, line and surface

2.2.1 The basic elements of plane space are point, line and surface. The relationship among the three in philosophical meaning: point is the basis of all graphics, line is composed of numerous points, and surface is composed of several lines. In geometric meaning, the relationship among the three: point is a zero-dimensional object, a line is a one-dimensional object, and a surface is a two-dimensional object. The point, line and surface elements in product modeling are decorative patterns.

2.2.2 Relationship between point, line and surface elements and decorative pattern: point line surface is a conceptual element in plane composition and the most basic modeling unit in pattern design. It is displayed in the pattern design by means of shape, size, color, position, direction, and texture. The combination design of the three points and lines can extend the space and shape different picture language. There are many patterns in the middle point, line and surface of Yao costume pattern, and the pattern is exquisite, and the structure is mostly two or four directions continuous.

2.3 The pattern characteristics of "fish" in Yao costumes

Yao people have long lived a nomadic farming life in mountainous areas, and fish is one of the important foods for Yao people. Influenced by the traditional Chinese culture of Han nationality, the spiritual symbol of fish and the meaning of good wishes have evolved into one of the

traditional cultural symbols of Yao nationality. Fish patterns are also constantly appearing in Yao's costumes, showing the charm and culture of fish patterns through Yao's clothing aesthetics.

2.3.1 Cultural characteristics of "fish" pattern:

2.3.1.1 The symbol of "reproduction" worship

Because the living environment of Yao people has been very bad for thousands of years, they are faced with childbirth and disease. Wild animals and other natural threats, the premature death of newborns is very high, people expect a thriving population. Because the fish spawn a lot and have a strong reproductive capacity, people borrow fish to pray for more children, hoping that the population will flourish. They worship the extraordinary reproductive ability of fish, which is the spiritual appeal to their children and grandchildren.
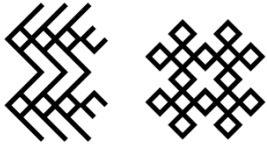
2.3.1.2 Symbol of wealth

In traditional Chinese culture, "fish" and "Yu" are homonymous. In the Tang and Song Dynasties, all the dignitaries and officials wore gold letter symbols called "fish Charms" to distinguish the noble and the poor. The Chinese folk custom pays attention to offering fish in the Spring Festival, taking the auspicious meaning of "surplus every year" (FISH).

2.3.1.3 Symbols of blessing and happiness

It has been noticed that fish (especially Koi) often swim in pairs. The image of fish is an auspicious symbol of loyalty and perfect combination. Therefore, fish are usually carved into ornaments and given to newlyweds as wedding gifts. The natural phenomenon that fish cannot live without water is the emotional expression of the love between men and women and the love between husband and wife.

Table 2. Fish pattern structure

"Fish" patterns of Yao nationality	structure	explain
		The fish pattern is composed of point, broken line, rhombus, and triangle.
		The fish, water and field patterns are two-way continuous structure. The elements of fish patterns are mainly composed of dots, broken lines and rhombus.
		The combination of fish and eagle-eyed animal pattern, two-sided continuous structure, fish pattern elements are mainly composed of points, broken lines, diamond.
		Fish and eagle-eyed animal pattern combination, two-sided continuous structure, fish pattern elements are mainly composed of diamond, broken line.

2.3.1.4 Symbol of spiritual freedom

The migration history of Yao people is also a history of oppression. Yao people are eager for a free life. The state

of fish in the water resonates with people. It is also a desire for freedom and a symbol of spiritual freedom.

2.3.2 The structural characteristics of Yao's "fish" patterns

Through field investigation, the fish patterns in Yao's clothing are mainly composed of rhombus and line. The rhombus structure highlights the large body of the fish, and represents the strong reproductive capacity of the fish, reflecting the worship of the Yao people for reproduction. Because the central figure of fish pattern in Yao costume is two rhombi with different sizes. The diamond representing the shape of fish body is like the shape of eagle's eyes, which shows the meaning of animal spirits protecting human beings, and reflects Yao people's totem worship of animal spirits in mountain life. Fish patterns are closely related to Yao people through two-way continuous combination structure and four-way continuous combination pattern the existence of the land is related to the expression of Yao people's worship of land in the farming society. The combination pattern of fish pattern is mainly composed of broken line, rhombus, and triangle, as Table 2.

3. PRODUCTION OF WORKS

3.1 Intention, method, and design description of the work
Based on the previous investigation and research, through the research on the "fish" pattern of Yao's clothing, taking Hezhou Yao embroidery "fish" pattern as the development object, the structure of Yao embroidery fish pattern and five colors of red, yellow, green, white, and black are extracted. Based on the theory of plane composition, the pattern design is carried out by the combination of point, line, diamond, and triangle. Through the online questionnaire survey on the theme of your favorite creative Yao "fish" pattern elements, 136 people participated in the design. The length of the long silk scarf is 87cm and the width is 5cm. The red pattern scheme is arranged from small to large to extend in a radiating manner, with gray blue edge and white color as the main color to show the fresh and fresh temperament of women. The yellow dot fish pattern elements are arranged in combination with four fish patterns to form a diamond. Through the change of the size of the single fish pattern, it is unfolded in a two-way continuous structure. The black main color is matched with the orange edge to show the low-key and elegant temperament of women. The green fish pattern is arranged continuously in two directions, repeated, and interspersed, and contrasted with positive and negative shapes to highlight the outline of the fish pattern. The design of twill and triangular patterns highlights the noble and elegant temperament of women, as Figure 1.

Figure 1. Design effect of creative silk scarf with "fish" pattern elements of Yao nationality

4.CONCLUSION

The beauty of Yao embroidery patterns provides us with a lot of inspiration for clothing and creative products. Designers should deeply understand and excavate the visual clothing symbols of Yao culture, grasp the creative core, and the innovation and functionality, practicality and fashion of cultural and creative products need to meet the aesthetic and lifestyle of modern people. Design needs to be innovative thinking, cultural elements into creative elements, the original shape, pattern, color, material re design. The cultural and creative products of intangible cultural heritage are commemorative, so we should pay more attention to the market and popular trend. While promoting the dissemination of Yao ethnic culture, combined with the unique ethnic culture of Hezhou Yao nationality, the products designed can better make the cultural charm of Yao costume keep pace with the times and exchange new brand value with innovative thinking.

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A Research on Needs and Cultivation of Business English Talents in New-Built Local Undergraduate Colleges: A Case Study of Guangxi Science & Technology Normal University

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Abstract: Under the background of the Belt and Road initiative, the world's largest free trade area, China - ASEAN Free Trade Area has witnessed accelerated development and brought unprecedented opportunities to Guangxi regional economy. Meanwhile, it puts higher request forward to the cultivation of BE (business English) talents in China especially in Guangxi. Therefore, it is urgent for Guangxi colleges and universities to provide the appropriate BE learning environment and train qualified BE talents, and to explore practical BE talents cultivation mode is particularly important. Guided by Hutchinson and Waters' needs analysis model and theories of course design, the study adopts approaches of questionnaire and interview to investigate the social needs of BE talents of new-built local undergraduate colleges and BE major's learning needs for BE, and then analyzes the existed problems and recommends some improvement suggestions.

Keywords: New-built local undergraduate colleges; Business English; Needs analysis; Talents cultivation

1.INTRODUCTION

With the further development of economic globalization, especially after China's accession to the WTO and the Belt and Road initiative, international business activities became increasingly frequent and the demand for business talents also increased dramatically. As English has become the main language in international communication, talents who master English as well as the knowledge of international trade and business are greatly needed in China [1-8].

In China, colleges and universities have the responsibilities for cultivating professional English talents. More and more economic factors in the international communication requires that English teaching should be involved with knowledge of diplomacy, foreign affairs, trade, and finance in addition to the original literary and linguistics. Therefore, to meet the needs, English for Special Purpose (ESP, hereinafter) emerged and developed fast. Business English (BE, hereinafter), as one of the most active and the most developed branch of ESP, has drawn more and more attention in China.

As a kind of higher education in response to the regional economic development, the professional talents in local undergraduate colleges should serve the development of regional economy. All the following including implementation of The Development Program of Guangxi Beibu Gulf Economic Zone, establishment of the world's largest free trade area, China - ASEAN Free Trade Area and the Belt and Road initiative have brought unprecedented opportunities to Guangxi regional economy. Meanwhile, it put higher request forward to the cultivation of BE talents in China especially in Guangxi Zhuang Autonomous Region.

However, for the lack of colleges in Guangxi, poor teaching condition and low level of teaching, the current BE talents can not meet the requirements of economic development and excellent BE talents will be increasingly needed in the future. The cultivation patterns of BE talents in Guangxi undergraduate colleges now mostly focus on English language teaching, the main teaching method is just teachers' lectures and students' sit in the classroom most of the time, so the knowledge learned is out of line with society, let alone practical and operational skills of international transaction and business. This traditional cultivation patterns directly leads to that the BE talents find themselves not qualified for the real work after graduation, in other words, the BE talents can not satisfy the needs of our society and will be obsolete.

Therefore, it is urgent for those undergraduate colleges in Guangxi to provide the appropriate BE learning environment and train qualified BE talents, and to explore practical BE talents cultivation mode is particularly important.

Guided by Hutchinson and Waters' needs analysis model and theories of course design, the study adopts approaches of questionnaire and interview to investigate the social needs of BE talents of undergraduate colleges and BE major's learning needs for BE, and then analyzes the existed problems and recommends some improvement suggestions. The subjects of social needs are the employers in 15 small and medium-sized foreign trade enterprises and the contents include position demand for BE talents and requirements for English

proficiency, professional competence, comprehensive qualities and vocational qualification certificates. The subjects of learning needs are 90 BE seniors with experience of internship and the contents contain learning motivation, learning preference, viewpoints on course design, expectations of teachers and teaching method, assessments on teaching materials and evaluation system, etc.

According to the need's analysis of BE majors and relative employers, it is found that the current cultivation of BE talents can not totally meet the needs of students and the society. This study illustrates the main findings first and then tries to propose suggestions on BE training.

2. MAJOR FINDINGS

2.1 Based on the need's analysis of BE students, the major findings are summarized as follows:

The subjects have a positive attitude towards BE, 72% of them believe that being proficient in BE will help them to find a good job in the future. They are in great demand for business practice and operation which is in conformity with the social needs. Rich experience of practice and operation is what the market needs most for graduates. The subjects require for some more courses of business knowledge, and 83% of them think it is beneficial if they are offered more opportunities of internship and training in the three-year learning. Only by practice can students know more about their defects, and then they will have enough time to go back to colleges to improve their skills if the training and internship are conducted in sections. However, the prevailing situation among undergraduate colleges is that internship is arranged in the last year, there is no chance for them to make improvement when realizing their defects. The internship is an adaption and transition for students before they enter in the society, and it is not just an opportunity following procedures, but an opportunity to strengthen the students' competitiveness.

Referring to the course design, 73% of the subjects are satisfied with the course variety, but up to 82% of the subjects complain about the courses difficulty since it is contrary to the students' competence. Besides, 75% of them are not satisfied with the course intensity for it is slack at the beginning and must speed up towards the end. They hope to take some introductory business courses in the first term.

The subjects have high expectation for BE teachers, 91% of them prefer teachers to be both proficient in English language skills and experienced in business practical operation. Regarding to language adopted in the classroom, 76% of the subjects hope teachers to speak English and Chinese in the class to help them to better understand business knowledge as well improve English proficiency. Besides, they commonly accept the learning-centered approach which encourages students to practice by themselves, and teachers help them only when they get into trouble in the process of learning.

The reality is that majority of BE teachers are proficient in English language, but when dealing with unfamiliar business knowledge, they need to learn themselves. Under the circumstance, teachers can hardly take advantage of their English proficiency. A qualified BE teacher should attach equal importance to English language and business experiences.

Undergraduate education is linked closely with the market which is verifying continuously, the teaching and courses should be transformed accordingly. Therefore, it is very important for teachers to further study and train.

80% of the subjects are not satisfied with the textbooks because of the dull and abstract contents. They prefer more practical teaching materials rather than theoretical contents. Concerning to the version of textbooks, more than half (52%) of the subjects are fond of bilingual textbooks to understand the professional knowledge and business terms easily. Whereas another 30% of them prefer the original English textbooks for improving their communicating skills in real business English context. Almost all of them (96%) expect teacher not to explain the textbooks in the whole class but to add more supplementary knowledge relating to business.

Students complain that both the form and content of BE tests are like those of GE tests, which can not check the students' real proficiency of BE. Therefore, it is advisable to adopt all kinds of text forms such as open-book tests, closed-book examinations, essay writing and oral test into the BE tests. Furthermore, the business operational skills should be stressed in the contents of BE tests.

2.2 According to the viewpoints of the employers from foreign trade companies, the major findings are concluded as follows:

The total number of BE graduates currently has exceeded the market demand because of the booming enrollments of colleges and universities. However, with the continuous development of Guangxi Beibu Gulf Economic Zone and China - ASEAN Free Trade Area, the BE talents are still in great need, meantime, employers put forwards higher requirements for BE talents. Most BE graduates of high vocational colleges work in medium-sized and small enterprises due to their diploma.

BE majors are expected to be proficient in English language skill, especially English speaking, and writing. Referring to professional competence, employers pay more attention to effective communication skills as well as familiarity of business operational procedure, for lack of practice and training of the above-mentioned skills in colleges, they prefer to employ BE talents with working experience. Besides, employers also propose some specific requirements for comprehensive qualities such as spirit of cooperation and teamwork, hard working, learning capacity and career planning, etc.

As for qualification certificates, most employers just ask for CET-4 as the professional English certificate, but they encourage students to obtain some vocational qualification certificates since they think it can improve competitiveness in job hunting. They also advise to combine some courses with vocational qualification certificates.

3. SUGGESTIONS

Based on the major findings, the suggestions from this study are proposed as follows:

It should be made clear that the cultivation objectives of undergraduate colleges is training applied talents with

practical ability and innovation capability. Besides, the cultivation model should be interdisciplinary and pay attention to professional knowledge and skills except for English. What's more, the talents cultivation should be oriented by the market and stress the English applying in working circumstance. Furthermore, the positioning of BE graduates should be kept in mind, the course design should be guided by employment and fully consider the regional economy and industrial structure.

It is advisable to make relevant course integration following the principles of practicality and sufficiency; combine some courses with vocational qualification certificates to make BE majors more competitive in future employment;

The BE teaching must be transformed to learner-centered approach to arouse the enthusiasm of students in the class. Therefore, case teaching and group discussion should be flexibly adopted in the teaching process, the task-based language teaching approach can also be utilized in the teaching activities, what's more, teachers are strongly recommended to teach business English bilingually to avoid disjunction between English and business.

BE teachers should be not only masters of theoretical knowledge but also guiders to practice skills in actual production. Colleges can regularly send teachers to front-line enterprises for investigation and practice to know about the positional skills of international trade, update teachers' theoretical knowledge and train the practical capability. Besides, it is recommended to invite the experts in foreign business and trading industry to run seminars or offer business training for teachers in order to improve their business knowledge. In addition, the BE teachers are encouraged to learn business-related knowledge in their spare time as well as to take part in the examination of relative vocational qualification certificates.

Furthermore, it is also suggested to introduce some technical personnel and managerial staff as full-time or part-time teachers, and then the double-certificated teachers cooperate with experts of business and foreign trade clerk to compile original practical teaching materials with higher vocational BE characteristics and constantly revise them with the development of international trade and business.

It is necessary to build training bases in the college for BE learners to intuitively study in simulated conditions such as business English listening and speaking training, international trade training and business documentation training, etc. As for off-campus internship, the cooperation between colleges and enterprises is worth considering. Cooperation means mutual benefit, on the one hand, the enterprises truly understand the specifications and qualifications of the talents they need, and they have advanced technology and equipment, the first-hand resources, rich practical experiences, and they superior training space to provide students with opportunities of internship so as to improve their practical competence, on the other hand, the colleges can offer qualified graduates and solve the problems of staff shortage in busy seasons of production and selling for the enterprises. In a word, both the colleges and enterprises take the responsibility of training qualified BE talents.

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Improving the Effectiveness of Employment and Entrepreneurship Guidance Service in Colleges and Universities from The Perspective of Supply Side Reform

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Abstract: Nowadays, there are some problems in the service of employment and entrepreneurship guidance in Colleges and universities, such as the imbalance of supply and demand, the poor entrepreneurial ability of students after graduation, and the imperfect personnel agency system. Colleges and universities should strengthen the reform of education and teaching, deepen entrepreneurship education, promote employment service, and improve personnel agency, to improve the effectiveness of employment guidance service.
Keywords: Innovation and entrepreneurship; Employment guidance; Balance

1. INTRODUCTION

In the reform of supply problem, colleges and universities put forward the guiding direction of "releasing new demand and creating new supply". The core requirement is to improve the quality of products through continuous innovation. Colleges and universities are the supply side of society and enterprises, while society and enterprises are the demand side. The quality of talents cultivated by the graduates of colleges and universities may affect the employment quality of students. Colleges and universities should further optimize the education system, provide students with high-quality employment and entrepreneurship guidance services, and cultivate high-level innovative talents for the society.

2. PROBLEMS FACED BY EMPLOYMENT AND ENTREPRENEURSHIP GUIDANCE SERVICE IN COLLEGES AND UNIVERSITIES

2.1 Dislocation of supply and demand leads to difficulties in employment and recruitment

The imbalance between supply and demand in quantity, the number of jobs provided by many enterprises has begun to decrease due to the impact of slowing economic growth. It is precisely because the supply exceeds the demand that leads to the severe employment situation.

There is a quality contradiction between demand and training. The corresponding majors in Colleges and universities did not follow up and transform in time, nor did they run schools according to the social and economic development. They simply pursued to improve the comprehensive ability of the University and blindly opened majors, which led to structural contradictions. The professional skills and practical ability of colleges and universities are not qualified, and the methods to solve the problems are also very poor. After the students enter the job, they must carry out training for a period, which leads to the increase of human resource cost of enterprises, thus affecting the employment. There are many students because of low learning ability, can not adapt to the post very well after the entry, resulting in resignation.

The gap between the ideal and reality of employment, the reduction of domestic large and medium-sized enterprises and multinational companies, and the employment of small enterprises has begun to increase. However, when students choose employment units, they still prefer public institutions and state-owned enterprises. They are not willing to choose towns, small and medium-sized enterprises. In the employment area, most people will choose the first-line large cities and coastal areas, and then choose the provincial capital city Cities, economically underdeveloped cities and western regions are not considered at all. Students prefer to be unemployed in big cities, rather than go to the grassroots for employment. They lack the spirit of hard work and grassroots success, and their employment mentality is not practical enough [1].

Supply and demand information is not symmetrical enough. Some colleges and universities do not collect and sort out the recruitment information in time, which will lead to the employer can not choose the right talents, students do not know where to apply for jobs, leading to the loss of job opportunities. There are also some students who have not participated in the enterprise recruitment of the double election meeting, which leads to the asymmetry of supply and demand information.

2.2 The innovation ability of graduates is poor and the success rate of entrepreneurship is not high

At present, China's innovation and entrepreneurship education is still in the stage of theoretical knowledge teaching, and has not formed a systematic and scientific concept of innovation and entrepreneurship education, which also leads to the students do not have enough space for innovative thinking and play, and there is no opportunity to practice in social activities. The growth of graduates and economic development have a great impact on innovation and entrepreneurship education, but now colleges and universities still do not take the concept of

innovation and entrepreneurship education as the cultivation of students' comprehensive quality. At present, domestic education is in the student department, employment guidance office, academic affairs office and other relevant departments, and there is little interaction between these departments. Most of the innovation and entrepreneurship courses are conducted in the form of lectures and elective courses, which are neither systematic nor combined with the professional teacher training plan, so there is no professional characteristics at all.

In addition, most of the teachers are lack of innovation ability and entrepreneurial experience, and the level of the teaching staff needs to be improved. Only a high-level teacher team can guarantee the implementation of entrepreneurship and innovation education. Innovation and entrepreneurship teachers should not only have professional knowledge, but also have interdisciplinary comprehensive knowledge and entrepreneurial practice technology ability. At present, most of the innovation and entrepreneurship teachers in Colleges and universities are cadres of students' employment guidance work, without perfect theoretical knowledge of innovation and entrepreneurship and without entrepreneurial experience. In the ordinary classroom, it is only the interpretation of employment policy and etiquette skills, which can not systematically guide entrepreneurship practice, so that students' innovation and entrepreneurship awareness and ability can not be effectively improved [2].

The practice of innovation and entrepreneurship education is very weak, and the conversion rate of classroom effect is low. Now the basic task is to apply innovation and entrepreneurship education to the market and practical activities. Let theory be applied to practice, and then practice is used to test the truth. Practical activities are the basis of innovation and entrepreneurship ability. The lack of practical activities will hinder students' innovation passion and make their creativity unable to play. Most of the innovation and entrepreneurship activities in Colleges and universities are carried out in the form of competitions. The activity system is not perfect enough to provide students with an effective entrepreneurial practice platform. Although students are highly involved, they can not get real practical training. Most of the students participate only to complete the competition, not to experience the significance of practical activities.

3. THE PERSONNEL AGENCY SYSTEM IS NOT PERFECT AND THE EFFICIENCY OF TALENT FLOW IS TOO LOW

Colleges and universities do not pay enough attention to the personnel agency of graduates, and the publicity is not in place. The personnel agency system has been developed in China for decades, but the importance of human resource allocation has not been fully played. The important part of personnel agency work of college graduates is not well publicized. Files are also delivered by mail. Students have never seen their own files, do not understand the importance of personal files, and are very vague about their own files. When they are employed,

they have little knowledge of the transfer process of their own archives, do not know the whereabouts of the archives, and do not care about the follow-up of the archives, which leads to the serious phenomenon of "abandoning archives"[3].

There is also the lag of personnel agency management. After graduation, the personnel files are separated after the graduate's hand over the personnel files to the talent market, so that the information in the work can not be added to the personal files, so that the files can not be updated. Personnel files still only record the performance of graduates in school. Personnel agencies only manage and keep the files in a static way. They can't understand the dynamic changes of graduates in the working process. They don't have the function of identifying talents from the files. They can't reflect the characteristics of individual talents, and the distinction between talents is not obvious. The management effect is poor, and the phenomenon of disconnection often occurs. College graduates must move frequently in various regions. However, the personnel agencies have no way to move along with the movement, and the personnel agencies between regions have no cooperation. The information is seriously blocked, which has great inconvenience to the flow and exchange of college graduates, and the employment agencies can not accurately understand the characteristics and characteristics of graduates It is impossible to adjust the flow direction of human resources.

4.CONCLUSION

The reform of supply side structure is to correct the imbalance of supply and demand structure by means of reform, reduce ineffective and low-end supply, increase the supply of medium and high-end enterprises, reduce the flow of factors, optimize the allocation, and achieve a high-level balance of supply and demand. The supply side reform has consolidated the concept of social development in the new era, which is of great strategic significance to China's overall development and has a profound impact on history. Under the background of the current era, colleges and universities must implement the strategy of education reform and innovation. By improving the education system, optimizing the discipline structure, building a high-level teacher team, strengthening practical teaching, strengthening employment guidance education, improving the quality of college employment clothing, improving the personnel agency system, strengthening the reasonable flow of talents, training high-quality comprehensive talents, so as to achieve the standard of supply and demand To balance, let college students full and reasonable employment.

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The GIS Practical Course of Urban and Rural Planning under International Communication

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Abstract: GIS teaching course in English has the advantages of close knowledge points, high teaching quality for undergraduates, and strengthening students' ability of English communication in professional courses. However, it still has the disadvantages of weak training in important links such as geographic data collection and input, and weak students' cognition of theoretical knowledge for bad English. Based on the above defects, the author consciously strengthened the guidance on GIS practical operation training in the design course and extra-curricular training for high level grade students. The teaching effect was significant.
Keywords: Geographic Information System; Digital city; Urban and rural planning education; Practical course

1.INTERNATIONAL EXCHANGE BACKGROUND

The mode of All-English-Teaching is fit for students in Architectural and Urban and Rural Planning major to promote the implementation of our university's international education strategy and cultivate a group of high-quality compound talents. The reasons are as follows [1-2].

1.1GIS not only brings students in different majors' improvement of drawing efficiency, but also includes the comprehensive support of information management, geographic spatial-temporal analysis, scheme evaluation, decision support, etc.

1.2The softwares students used in this course are all Trial-Version in English. In order to strength their mastery of various knowledge points, there will be a lot of interactive operational demonstrations in class. Both are conducive for students to learn English and the software of ArcGIS well.

2. COURSE ANALYSIS

2.1 Contents and requirements

The course has 32 hours, including24 hours for theory teaching and 8 hours for practice. It follows the teaching design method from easy to difficult, from foundation to application.

The first part is GIS Cognition with 8 hours.

For the 1st and 2nd hour, students are required to master the conception, composition and professional terms of GIS and ArcGIS, and to preliminarily understand the relationship among ArcGIS, ArcMap, ArcCatalog, ArcScene, and ArcGlobe. The installation process of each module unit of ArcGIS software is demonstrated. And students are required to complete the installation after class.

In 3rd and 4th hour, taking the case as the starting point, new technology of digital city and GIS development are introduced for students. The aim is to promote students better understanding the functions of ArcGIS in practical application.

From 5th to 8th hour, basic concepts and demonstrations are taught for students. Theoretical explanations are as follows. a) to explain the relationship among map file, data file, and layer. b) to explain the difference between relative path storage and absolute path storage. c) to teach the concept and application of data frame, etc. Basic demonstrations are for ArcMap, ArcCatalog, ArcScene, and ArcGlobe. For example, we need to learn how to create, open or store a new map file, and how to use ArcCatalog to manage discrete files.

The second part is Data Management with 8 hours.

From 9th to 16th hour, students need to know four categories of data type. They are vector data, raster data, table data, and text data. The characteristics and related operations are explained for all students.

The third part is Mapping with 2 hours.

In 17th and 18th hour, students are required to distinguish between Geographic Coordinate System and Projected Coordinate System. They are required to define coordinates and change coordinates independently.

The fourth part is Visualization with 4 hours.

In 19th and 20th hour, students are required to label point data, polyline data, and polygon data and finish labeling road name and land use properties, converting road name labels into geodatabase annotation, and add place names to map document annotation.

In 21st and 22nd hour, a series of planning geographic data modeling methods of ArcGIS are introduced to demonstrate how to create map files for students, such as database building, mapping, editing, etc.

The fifth part is Geoprocessing Demonstration with 10 hours. It's the link of spatial analysis by using GIS analysis tools. [1-2] The basic content depends on the teaching requirements.

2.2 Teaching advantages

2.2.1To meet the requirements of "Professional Norms Guiding for Urban and Rural Standardization in Colleges and Universities" in 2013 edition, the teaching rhythm is with high quality intensively.

2.2.2 The teacher and students communicate with each other in all English, which strengthen students' ability ot master the language of English.

2.3 Teaching disadvantages

2.3.1 Students only have time to learn the knowledge of data type, spatial coordinates, visualization, and some geoprocessing practice. They lack the ability on how to collect and input data. So, they only can do some work

after they get the ready-made data.

2.3.2 Some students still have understanding difficulties. One reason is that they have poor English background. The other reason is that they are lazy to preview professional norms before class.

3. PRACTICE

In order to effectively solve the problems in teaching part, it's necessary to increase the application of GIS in other practical parts.

Since the course is offered in the second semester of junior year, the students are senior students of grade four or grade five.
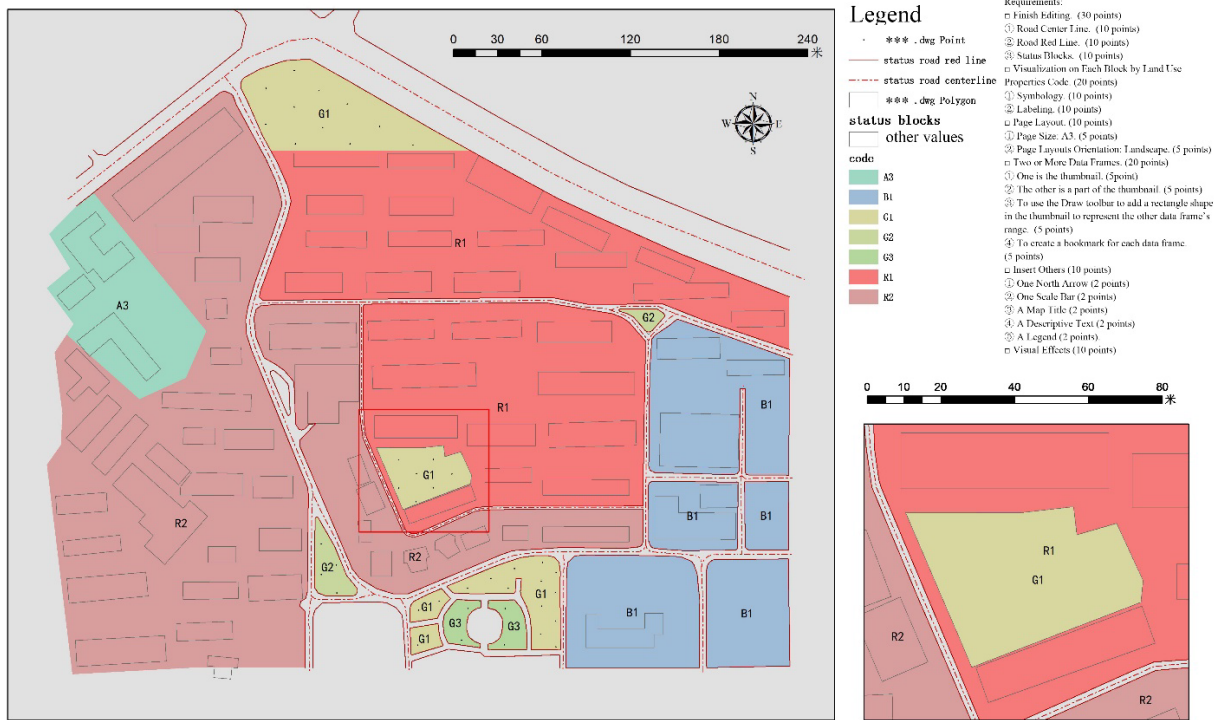
Creating a Map

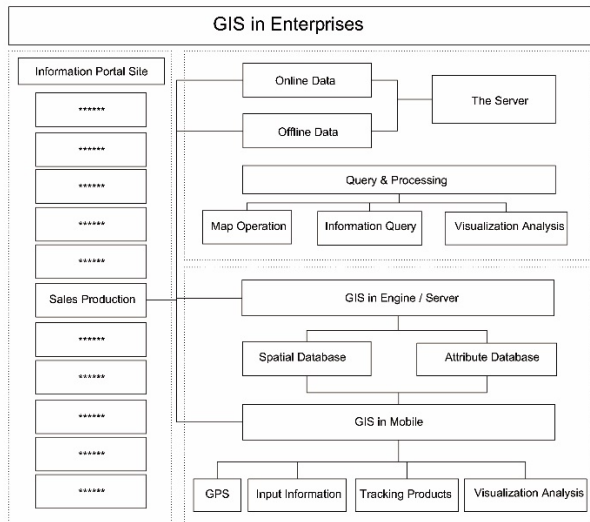Fig. 1 Sample Picture of Students' Practice (Source: by author)

Fig. 2 One Enterprise's IMP Scheme (Source: by group members)

3.1 Two Cases in Class

Designing course is the most important main course for architectural and urban and rural students. It's the main carrier of professional ability training. According to students' interests, the operation and application of GIS will be appropriately increased.

3.1.1 Case I: Production Practice of fifth-year students-

industrial tourism planning of an enterprise.

The production practice is an integral part of the horizontal project "Construction Scheme of One Enterprise's IMP (Information Management Platform)", with 5 student members. The work related to GIS is as follows.

3.1.1.1 Through multi-channel collection of tourism planning data information where the enterprise located, sorting out and inputting into GIS for analysis.

3.1.1.2 To establish the enterprise's IMP with ArcGIS software.

3.1.1.3 To finish the noise test, thermal and humidity test, and light test. And according to the test data, team members need to complete the visualization processing with the GIS software.

3.1.1.4 To complete the construction of a commodity sales IMP. It includes: sorting out original data, data processing with GIS, etc.

3.1.2 Case II: Graduation Project in fifth-year students-Research on the Protection, Restoration, and Development Planning of One Famous Site.

This graduation project includes 4 student members. The work related to GIS is as follows.

3.1.2.1 To build up the heritage IMP with ArcGIS and Revit software.

3.1.2.2 To analyze spatial information with ArcGIS software, just like elevation processing.

Through above study, the five-student-member team and the four-student-member team have expressed that they have a general understanding of the construction of IMP.

3.2 One Case after Class: Summer Work Camp Practice

The time of summer work camp is in the middle of July every year. It's usually in the first or second week of summer vacation. It's about 10 days. Students in this group should have the foundation of ArcGIS software operation. And the number of students is unlimited.

Taking a summer work camp as an example, the research topic is "Research on Optimal Design of one Ancient City Tourism Route". Thirteen students applied for the subject, and one graduate student and six junior undergraduates were employed at last.

The summer camp was divided into three stages.

The first stage is the preparatory work before the investigation of the ancient city. The teacher and students in the group held some meetings for discussion to solve difficulties on principle, method, and research focus in this topic. Students should finish research planning arrangement.

The second stage is investigation. Students should finish the work of information collection.

The third stage is geoprocessing. Students need to complete the supplementary work of data collection. They should sort out and input all collected data, and complete the geoprocessing work of route with ArcGIS software.
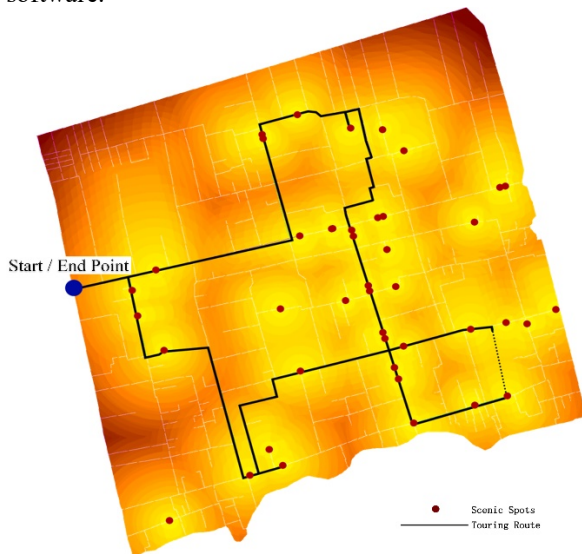

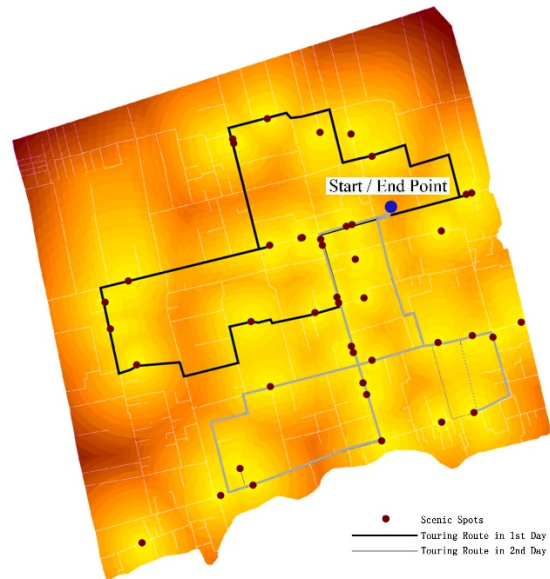Fig. 3 Route Design of One-Day-Tour in Ancient City (Source: by group members)

Fig. 4 Route Design of Two-Day-Tour in Ancient City (Source: by group members)

During that period, the teacher and students strengthened communication and jointly solved many research problems.

Students in this group all think this teaching method is effective, which helps them understanding how to collect data when they have no ready-made data.

4. CONCLUSION

GIS in English course has the advantages with high quality intensively in teaching rhythm, and strengthening students' English communication ability in professional courses. It also has disadvantages with data collection and students' weak cognition of theoretical knowledge.

Through the two cases of design class practice for high-level students, they all expressed that they've had a general understanding of the construction of IMP.

Through the case of practice after class for students who had he foundation of ArcGIS software operation, they all expressed that this teaching method helps them understanding how to collect data when they have no ready-made data.

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Control Strategy Based on Power Electronic Transformer in Hybrid Microgrid

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Abstract: Power electronic transformer is used in hybrid microgrid because of its light weight and small loss. Because of this characteristic of power electronic transformer, effective control can make power electronic transformer play a real role in changing voltage. On this basis, this paper briefly analyzes the characteristics and principles of power electronic transformer. The application quality of power electronic transformer can be improved by optimizing power grid mode, controlling phase-shifting start-up, realizing indirect closed-loop, and implementing adaptive switching.
Keywords: Power electronic transformer; Hybrid microgrid; Grid mode

1.INTRODUCTION

The emergence of hybrid microgrid can create favorable conditions for the application of new energy such as wind energy. The reasonable control of power electronic transformer can promote the hybrid microgrid to have a good voltage protection function, and avoid the low power supply efficiency caused by the instability of energy supply. Therefore, scientific control planning should be made according to the actual characteristics of power electronic transformer, to promote the long-term development of power grid [1-3].

2. CHARACTERISTICS AND PRINCIPLES OF POWER ELECTRONIC TRANSFORMER

Compared with the traditional power transformer, power electronic transformer has smaller volume and lower no-load loss, which is not easy to form harmonic phenomenon, but also has higher conversion frequency. Therefore, its application in hybrid microgrid can effectively enhance the power supply performance. The hybrid microgrid was first proposed in 2001. In the development stage of new energy power supply modes such as wind energy and solar energy, hybrid microgrid, as a kind of distributed generation, can accept the grid. It has high stability and emergency power supply function, to meet the demand of power supply in the new era. In fact, the research and development of power electronic transformer is mainly to solve the problems of large load and large volume existing in the past transformer. The larger the transformer is, the lower the operation frequency will be, which will affect the power supply performance. Therefore, the power electronic transformer can play an appropriate role in raising the voltage and frequency.

During the actual operation of power electronic transformer, it needs to use the converter and transformer to realize the smooth output of AC voltage in the phase of frequency conversion. In addition, with the help of high frequency transformer, the power electronic transformer can make the power converter reach the expected voltage value, and finally promote the stable operation of the power grid. In AC conversion, the application of power electronic transformer can effectively carry out the reasonable conversion of power energy. Therefore, power electronic transformer has important application value in hybrid microgrid. It is necessary to take effective measures to control it, ensure the power supply quality of hybrid microgrid, and gradually promote it, to create greater economic benefits for various power consumption enterprises [1].

3. CONTROL STRATEGY BASED ON POWER ELECTRONIC TRANSFORMER IN HYBRID MICROGRID

3.1 Optimization of power grid mode

When the power electronic transformer is connected in hybrid microgrid, the current signal can be transferred to the power grid according to the current converter. At this time, it is not easy to be affected by the geographical location and block the current connection. In fact, the power electronic transformer can regulate the voltage of hybrid microgrid in the actual use stage, and then eliminate the adverse effects of harmonics. There are mainly two connection modes in hybrid microgrid, and feasible control suggestions can be put forward according to different modes, to make transformers in hybrid microgrid have stronger adaptability.

First, the grid connected mode, in the hybrid microgrid, the power electronic transformer can be used as a carrier to realize the effective connection with the main grid. In the grid connected mode, power electronic transformer can regulate the power. On the one hand, when the load loss occurs, it can absorb the given energy in time, and when the load loss occurs in the hybrid microgrid, it can produce impedance effect, provide the required energy in the hybrid microgrid, and then in this supply process, ensure the stability of the hybrid microgrid and avoid grid operation failure caused by power loss. On the other hand, the application of power electronic transformer can also output distributed current through the low-voltage side of DC to make the power supply of power grid in a controllable state. Therefore, it is necessary to pay attention to the effect of load power supply in grid connected mode [2-3].

Second, off grid mode, the so-called off grid mode refers to the hybrid microgrid in the main grid disconnected state, in this stage, the power flow in the hybrid microgrid is frequent. In order to avoid the power load phenomenon, the power electronic transformer should maintain the distribution and modulation functions. In order to ensure

that the hybrid microgrid can also maintain stable operation in the off-grid mode, the control mode of increasing the regulation speed can ensure that the power flow direction is limited, and the power grid stability is reduced due to the influence of power "scattered everywhere". In general, power real-time monitoring can be carried out in hybrid microgrid, which can not only master the power flow direction and reactive power generation, but also provide reliable basis for the stable operation of hybrid microgrid, and finally promote the rational distribution of power again. Therefore, the power electronic transformer in the hybrid microgrid off grid mode, the use of good power monitoring work, to ensure the quality of power grid operation.

3.2 Start phase shift handle

When applying power electronic transformer in hybrid microgrid, in order to ensure high quality and strong stability of power grid operation, it is necessary to take effective control measures from phase-shifting start-up to eliminate the adverse impact of impulse current on power grid. There are three reasons for the phase-shift start-up phenomenon: first, the high-frequency converter often needs to generate excitation current to achieve the purpose of charging in the voltage conversion stage, and then the impulse current will be formed, which will bring resistance to the power electronic transformer connected in the hybrid microgrid. The second is that the low-voltage side of the associated port exceeds the rated standard, which causes the power electronic transformer to produce strong fluctuations, and finally changes its operation state; the third is that the voltage values formed at the parallel side are obviously different, which makes the actual application effect affected by the impact circulating current after starting. If the phase-shifting start-up phenomenon is not solved in time, the practicability of power electronic transformer in hybrid microgrid will be reduced, and even can not play a role in power regulation. Accordingly, suggestions for improvement can be put forward from the following three parts:

Firstly, the internal phase-shifting starting device is set in the power electronic transformer to reduce the impulse current.

Second, the indirect and direct dual control means can realize the current cross control on the internal phase-shifting starting device, to achieve the purpose of optimal control.

Third, a new false load resistance is added to prevent the generation of impact circulating current through the resistance's blocking effect on the current.

The internal phase-shifting control is to isolate the pulse current by setting the control switch at the low-voltage side, while the indirect phase-shifting control is to change the phase-shifting angle by delaying the operation. Therefore, in the control phase of power electronic transformer in hybrid microgrid, attention should be paid to the phase-shifting start-up. In addition, the intermediate relay can also be used to realize the efficient operation of the converter, to avoid the influence of impulse current and impulse circulating current, and the

success rate can not be reasonably distributed.

3.3 Realize indirect closed loop

In the control stage of power electronic transformer, the indirect closed-loop method can also be used to improve its performance, which can promote the stability of hybrid microgrid in the future power supply process. In fact, the indirect closed-loop is to promote the IP regulator to have good output function with the help of the voltage converter controller. After that, it can adjust the voltage value of the high-voltage side. The maximum regulated voltage is not more than 22kv, and then the low-voltage side voltage can be maintained at about 560V. Finally, the low-voltage control and non-adjustable problems caused by open-loop operation can be avoided. During the operation of power electronic transformer, reasonable modulation can be carried out according to the voltage value generated in the hybrid microgrid, and then the bidirectional flow results can be achieved in the voltage output stage, to avoid the damage of voltage sudden change on the stability of power grid operation.

In order to ensure that the power electronic transformer in hybrid microgrid is in a good control environment, a new control strategy can also be proposed by "simulation test". First, the AC test voltage can be set at 10kV, the switching frequency is 10kHz, the DC voltage at the high voltage side is between ± 9KV and ± 11kv, and the series parallel connection voltage is 1000V and 560V respectively. After that, the simulation curve is observed. Through the relevant analysis results of the simulation test, it can be found that: in the 50 μ s simulation period, after 1 s, the power electronic transformer appears full load phenomenon, and the DC voltage suddenly drops to 560V. At this time, under the indirect closed-loop operation, the DC voltage at the high-voltage side can be detected. Among them, the current balance is good, and the current in the hybrid microgrid does not rise or fall suddenly due to the change of voltage, which ultimately increases the stability of power grid operation. Therefore, in order to create a good voltage regulation environment for power electronics, effective measures should be taken to regulate the unbalanced current formed in the open-loop state to promote the stable operation of hybrid microgrid system. Only by ensuring the good performance of transformer devices in hybrid microgrid, can the security and stability of power grid system be maximized.

3.4 Implement adaptive switching

In the traditional sense, if the hybrid microgrid needs to achieve fault maintenance behavior during its operation, the traditional regulation method is to rely on the communication network to master the fault information. Now, with the help of power electronic transformer, the self-adaptive switching maintenance mode can be realized, to avoid the problems such as delayed repair in the troubleshooting stage, which will affect the operation efficiency of hybrid microgrid. Generally, it is necessary to control according to the following contents: when the power electronic transformer fails, the grid connection conditions can be checked in the locked state. If the grid connection conditions are not consistent with the grid

connection conditions, the connection channel of hybrid microgrid will be immediately transferred to avoid the influence of transformer performance and the output of success rate will be affected. At the same time, the hybrid microgrid can also carry out automatic troubleshooting to check whether there are grid faults, and ultimately promote the hybrid microgrid to complete the maintenance task as soon as possible, to avoid prolonging the reconnection time of the grid. In addition, in the adaptive switching of hybrid microgrid, the connection port can be converted, and the performance of power electronic transformer can be detected. Once the voltage value is found to be reduced, it can be inferred that the transformer has grid connection fault, and the DC voltage will be the main control module. In order to improve the power regulation quality of power electronics, the self-adaptive switching mode can also be used to improve the troubleshooting speed, so that the hybrid microgrid can maintain a good operation state with the assistance of the new transformer, and prevent the influence of power supply effect in the power grid fault stage.

The hybrid microgrid has AC and DC power, and can be indirectly connected with the main grid. Therefore, in the adaptive conversion, the operation state of each power equipment in the system can be effectively controlled by the test platform, to improve the quality of power supply. In the hybrid microgrid, the self-adaptive switching device can also be used to achieve customized upgrading, which can make the hybrid microgrid maintain good stability in the power supply process, to avoid the influence of traditional transformer load consumption and reduce the power supply efficiency, so as to realize the optimal power supply control.

4.CONCLUSION

To sum up, the application of power electronic transformer in hybrid microgrid, in order to promote the hybrid microgrid show significant advantages and obtain stable power supply and consumption state, we should start from the aspects of grid mode, phase shift starting, indirect closed-loop, adaptive switching, etc. To ensure that the power electronic transformer highlights the real value during the actual operation of the hybrid microgrid, to meet the specific needs of the power supply industry in the new era.

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The Application of Traditional Culture Translation in College English Teaching

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Abstract: China's traditional excellent culture has a long history. It is necessary to integrate traditional culture into College English teaching, which can effectively promote the communication between Chinese and Western cultures and promote the integration of traditional culture and English. Traditional culture translation is to translate different cultural awareness in translation, analyze the social and cultural differences between the translation and the original, and then fully consider and draw a more reasonable translation, so that college students can master more English knowledge and translation skills in learning. This paper discusses the application of traditional culture translation in College English teaching.

Keywords: Traditional culture translation; College English; Teaching activities

1. THE IMPORTANCE OF TRADITIONAL CULTURE IN COLLEGE ENGLISH TEACHING

With the continuous development of China's economy, the opening of more trade routes such as air and sea routes makes the western culture interact with Chinese traditional culture constantly, and China's five thousand years of excellent cultural heritage is also constantly affecting all parts of the world, such as various types of Taijiquan in the national intangible cultural heritage, which combines the Taiji and yin-yang dialectical concepts in Chinese traditional Confucian and Taoist philosophy The traditional Chinese medicine theory has attracted more and more foreign people's attention, or traditional drama, opera, food and other local characteristics also show the world our long-standing traditional culture, and constantly improve the foreign people's understanding of China In Contemporary College English teaching, how to translate more high-quality cultural content into English version through traditional culture translation has become an important teaching goal of College English education. Translation of more traditional cultural content into English can make more foreign friends familiar with and understand China's rich and excellent traditional culture through better translation content.

In the relatively early English teaching, the teaching of Western cultural English often appears. The integration of traditional cultural translation in the current English education can better integrate Chinese elements into the English context, make students feel the role of traditional cultural translation in College English teaching, further reduce the sense of distance between primary school students and English (Western Culture), and make students learn Students' interest in learning English has been effectively improved. In the current English teaching environment, due to more and more opportunities for international communication and learning, more and more Western friends come to China for development, and more and more foreign students come to China to study, which also provides more conditions for contemporary college students to use English. In this case, we can translate high-quality traditional culture and accumulate with foreign people Polar communication, in turn, plays a role in enhancing foreign cultural exchange and improving college students' adaptability. It can not only enhance students' language and communication ability when they go abroad, but also attract foreign students to stay in China for long-term development, which promotes the implementation of the concept of global integration [1]. The application of traditional culture translation in College English teaching can also help students establish correct Chinese and Western cultural values, effectively improve students' national pride and enhance their feelings for traditional Chinese culture. Because the university is a relatively open learning platform, students can make full use of their spare time under the guidance of teachers to study and study the relevant traditional culture translation knowledge. When the traditional culture is integrated into College English teaching, students can feel the advantages of traditional culture, and gradually form a more correct Chinese and Western cultural values during the learning period Under the teaching situation of integrating translation into College English teaching, it can further stimulate students' sense of national identity and enhance their patriotic consciousness, so that college students can carry forward our excellent traditional culture in their future study and life.

2. ON THE TEACHING OF TRADITIONAL CULTURE TRANSLATION

In College English education, the teaching of translation of traditional culture has always been a difficult point, because English is the mainstream language in western countries, while Chinese language has been used in our country since ancient times, and cultural exchanges in history are rare. As a result, some ideological words in traditional culture can not be effectively translated. However, in Contemporary College English teaching, we want to translate traditional culture into Chinese Accurate translation is the most important teaching direction in College English education. Therefore, we should optimize the teaching content, cultural expression, teaching evaluation and other teaching links during the teaching period, to promote the contemporary college students to study and study traditional culture translation more efficiently and clearly. First, contemporary college

students should recognize that China has a long history of civilization, has excellent traditional culture, and our country is a country of multi-ethnic integration. More excellent traditional culture needs to be integrated into English teaching. Besides teaching the history and culture of western countries, College English teaching also needs a lot of excellent traditional Chinese culture in China Let students understand the cultural differences between China and the west, and learn how to express the high-quality traditional culture of our country. In optimizing the content of College English teaching, teachers should also pay attention to guiding students to see Chinese and Western culture through "international vision". In addition, in College English teaching, teachers should also pay attention to the understanding and translation of cultural connotation, because the literal translation of cultural content can not effectively convey the meaning of the content, making such translation superficial and unable to reflect the charm of traditional Chinese culture. In this regard, more attention should be paid to the translation of cultural connotation in College English teaching. For example, for the translation of the word "Kung Fu", in the English context, when you see the word, you will first translate it into "effort", "art" or "labor", while during the teaching period, teachers can translate "Kung Fu" into "Kung Fu" The translation of "Fu" is extended and the English translation of Kung Fu is reflected in the teaching Fu is not as commonly used in daily life as the previous three arbitrary, but "Kung Fu" is the representative product of Chinese traditional culture, which can better reflect the Chinese people's awareness of practicing martial arts and exercising since ancient times. In addition, there are many translations that can embody the charm of traditional culture, such as translating "stilt walk" into "stilt walk" and "Chang'e" into Chang's (the Chinese moon god, the translation of "glazed tower" into "glazed stupa" and "Spring Festival" can reflect the connotation of Chinese traditional culture. In addition, in College English teaching, we should also pay attention to the reform of backward education

methods. Although the current college English education environment is constantly changing for the better, there are still some college English education through one-way "preaching" teaching method, which makes students have a strong homogenization in English learning, which is not conducive to the background of the new curriculum reform In this teaching mode, students do not know how to express traditional culture in their daily study and life. Therefore, College English teaching needs to pay more attention to students' individual differences and give full play to students' autonomous initiative, such as adding students' independent discovery and research during teaching English teaching activities of translation enable students to translate through their own thinking and help them master translation skills better.

3.CONCLUSION

In the international arena, China's influence is becoming stronger and stronger, and at the same time, our culture is constantly exporting. Under this environment, a more comprehensive and specific translation of our traditional culture can effectively promote the spread of our culture. Contemporary College English education should also clearly recognize this point and actively translate excellent traditional culture, Efforts should be made to create more opportunities for students to learn traditional culture translation, so that students' English learning enthusiasm and English learning efficiency can be effectively improved, and through traditional culture translation teaching, students' sense of national identity can be greatly improved.

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Research on Basic Music Courses in Higher Vocational Colleges from The Perspective of Ideological and Political Courses

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Abstract: In the teaching process, the cultivation of students' humanistic quality has become the key content. Teachers should pay attention to this aspect, and effectively integrate ideological and political education into the classroom. For higher vocational music teachers, when teaching basic courses to students, they should fully combine ideological and political courses, constantly improve students' Ideological and political level, and cultivate students into high-quality talents. Based on Higher Vocational music teaching, this paper explores how to infiltrate the ideological and political courses. I have limited ability for reference.
Keywords: Thought and politics course; Singing teaching; Higher vocational music

1.INTRODUCTION

With the advancement of the new curriculum reform, art teaching has been attached great importance to in Colleges and universities, especially to music teaching. In the process of music teaching, how to effectively integrate into the ideological and political courses is a problem that music teachers need to face. Therefore, teachers should integrate the ideological and political content into the music class according to the characteristics of students, to promote the ideological and political level of students. In addition, teachers can contact life to teach students ideological and political content, in order to obtain better ideological and political teaching effect [1-2].

2.AN OVERVIEW OF THE POLITICAL COURSES THAT SEEP INTO THE MUSIC TEACHING OF HIGHER VOCATIONAL EDUCATION

There is a strong appeal in music. When teachers teach music, teachers should encourage students to form a certain resonance, deeply understand the emotion of music performance, and convey life emotion to students through the content of songs, which helps to cultivate students' discrimination and aesthetic ability. While cultivating students' ability, the basic music course is the key course. Teachers should do a good job in the teaching of basic music courses. Music teachers should further explore the ideological and political elements. In the patriotic elements, music courses should be regarded as the core content, and the ideological and political content should be effectively integrated into music teaching to promote the quality of students, to better achieve the purpose of Ideological and political teaching.

In the process of quality-oriented teaching, ideological and political course is the key link, so teachers should pay attention to the status of Ideological and political course, and seriously implement the ideological and political teaching work, to promote the ideological and political level of students. For music textbooks, there are a lot of materials related to ideological and political education. Teachers should further explore the content of materials in order to cultivate the quality of students. Therefore, music teachers should effectively integrate the ideological and political education into the teaching, to obtain better teaching effect. Based on promoting students' quality and ability, it is conducive to the ideological and political teaching work. In the quality-oriented teaching, there is a relationship between Ideological and political courses and music teaching. In music teaching, based on the quality-oriented teaching objectives, students can be better aware of music, which can not only improve students' moral level, but also help to improve students' music ability. After music teaching, students' aesthetic ability is strengthened and students' ability to distinguish is ensured. There is a great relationship between Ideological and political courses and music teaching. The effective combination of Ideological and political courses in music teaching can promote the improvement of students' ability to music.

3. STRATEGIES OF INFILTRATING IDEOLOGICAL AND POLITICAL COURSES INTO MUSIC TEACHING IN HIGHER VOCATIONAL COLLEGES

Based on music teaching in higher vocational colleges, this paper analyzes how to infiltrate ideological and political courses from the aspects of deeply digging the content of teaching materials, training ideological and political courses through extracurricular practice, Integrating Ideological and political courses into classroom teaching, and Integrating Ideological and political courses into singing teaching for reference.

3.1 Deeply explore the content of teaching materials

In the process of music teaching, teaching resources generally come from teaching textbooks. In view of music teaching materials, fully mining the ideological and political contents contained in them will help to improve the teaching mode and, to a certain extent, help to carry out ideological and political education. Therefore, for music teachers in higher vocational colleges, while doing a good job in music teaching, they should combine music teaching materials with ideological and political content effectively, to ensure that the music teaching plan formulated is more reasonable and effective, and can fully

integrate ideological and political content into the classroom. After the deep excavation of the teaching materials, we can better grasp the teaching resources contained in the teaching materials, and then help to collect the relevant extracurricular content, constantly improve the teaching resources, and promote the teaching quality to be improved. In the process of music teaching, we should fully combine the content of Ideological and political courses, to cultivate students' comprehensive ability and moral quality in an all-round way, and finally deliver high-quality and high-quality music talents to the society.

3.2 Training ideological and political education through extracurricular practice

For the improvement of students' Ideological and political level, it is an effective means to carry out extracurricular practical activities. In the process of practical activities, students can master more music knowledge. At the same time, students can exercise their thinking ability by combining with the actual situation. After practicing music, students can help cultivate their moral sentiment. When designing music practice activities, teachers should fully combine the actual situation of students, such as students' cognitive and ideological level, and carry out corresponding practical activities according to different levels of students. In addition, we should attach importance to the establishment of teaching models, encourage learning from them, and constantly enrich students' spiritual thoughts, cultivate their patriotic feelings, and improve their quality level.

3.3 Integrating Ideological and political courses into the classroom

In music teaching, teachers should consider how to effectively integrate ideological and political courses and music teaching. Fully integrating ideological and political courses into teaching, and with the help of diversified teaching methods, can help to mobilize students' enthusiasm for learning. In the process of teaching activities, it is also necessary to implement ideological and political courses. When learning music, we should fully combine the students' curiosity and initiative, promote the students' leading role to play actively, guide the students to learn music well, and exercise the students' self-study ability, to improve the students' cultural level and help the teachers to do the ideological and political work well.

3.4 Integrating Ideological and political courses into singing teaching

In the music class, music teachers usually teach students how to sing songs. In the actual music teaching, teachers should teach students singing skills. At the same time, teachers should also teach students the theoretical knowledge related to music, to truly improve students' music ability and promote students' singing ability. After learning music, teachers can promote students' singing ability So that students' aesthetic ability can be improved to a certain extent. On the other hand, the teacher should fully combine the music lyrics to conduct in-depth research on the content contained in it, to enable students to master more knowledge of Ideological and political courses after the completion of music performance teaching. Nowadays, the teaching materials related to music teaching are quite substantial, there are more song titles for teachers to choose, and for most songs, there are certain ideological and political curriculum resources. For music singing songs, teachers need to carry out reasonable screening, in combination with the students' ability to distinguish, but also effectively based on the psychological characteristics of students.

4.CONCLUSION

Music can express people's yearning life, and music comes from real life. During China's development, many writers will write their patriotic feelings in the lyrics, and fully embody the democratic spirit in the form of songs. In the basic course of music, teachers should pay attention to the ideological and political teaching work. After learning the basic music course, we should promote the students' music ability and improve the students' Ideological and political level. In music teaching, teachers should fully tap the ideological and political teaching content, cultivate students' sentiment through music, and constantly cultivate students' Ideological and political literacy, to strengthen students' national pride.

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