

International Journal of Higher Education Teaching Theory

JUNE 2020 VOLUME 1 NUMBER 2

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



ACADEMIC PUBLISHING HOUSE

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Study on Tourism Development Countermeasures of Dabie Mountain World Geopark in Huanggang

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Abstract: Based on the discussion of the tourism resources of Dabie Mountain World Geological Park in Huanggang, this paper analyzes the existing problems and causes in the process of tourism development, and puts forward the corresponding development principles and countermeasures.

Keywords: Huanggang Dabie Mountain; World Geoparks; Tourism development

1. INTRODUCTION

Huanggang Dabie Mountain World Geopark is in the northeast of Hubei Province. Administrative divisions involving Huanggang Yingshan County, Luotian County, Hongan County and Macheng four counties (cities). Park in the structure of the earth in the junction of the Yangtze plate and north China plate, Dabie orogenic belt of east Qinling - Dabie orogenic belt, since the Archean experience multiple tectonic movement and the function of the multiphase metamorphism deformation, there are complex stratigraphic sequence, rock assemblage and tectonic deformation history, reflects the cracking of north China Massif and Yangtze Massif, aggregation, complex process, is the study of continental orogenic belts and the Middle East China geological key regions. Due to the extensive exposure of the root zone material and the existence of the high-pressure - ultrahigh-pressure metamorphic rock series in orogenic belts, it has become a hot spot in geological research. Not only that, but it is also a to Yanshanian granite mountains landscape and large orogenic belt of geological science parks, cultural landscape, canyon landscape park internal distribution, granite mountain landscape as well as subtropical forest ecological landscape tourist resources, is a fusion of sightseeing, leisure vacation, geological investigation, popular science education as one of the tourist resort.

2. TOURISM RESOURCES ANALYSIS AND EVALUATION OF DABIE MOUNTAIN WORLD GEOPARK IN HUANGGANG

1. Overview of tourism resources

Huanggang Dabie Mountain World Geological Park is rich in forest landscape resources. There are 19 species of wild plants under state key protection, over 40 species of rare plants and 1,465 species of higher vascular plants in the park. The total area of the park is more than 100,000 mu of original ecological ancient azalea community, including 41 species of animals, 122 species of birds, 32

species of reptiles, 13 species of amphibians. The park has abundant geo-tourism resources. The orogeny and granite landform caused by the collision of the Two plates of The Yangtze in North China are the two major features of the Dabie Mountain Geopark. The park not only shows the root material of the ancient orogenic belt 2.8 billion years ago, known as the "root of Dabie Mountain", but also shows metamorphic rocks with high pressure, ultra-high pressure and other lithologies. At the same time Huanggang Dabie Mountain area or a piece of red revolution holy land, here is the former residence of Hongan Li Nian Memorial Garden, Macheng Martyrs Cemetery, Hongan Jute Uprising and The Memorial garden of Hubei, Henan and Anhui Soviet Area, these memorial gardens for Huanggang Dabie Mountain World Geological Park red tourism theme has laid a certain foundation. There is also a long history of religious culture in the geopark: the history of religion, Taoism and Buddhism. The origin of Taoist culture in Huanggang is relatively early, which, together with Zen culture, has created a distinctive brand of Huanggang religious culture. In addition, the folk customs in the park and surrounding areas are simple and simple, and the folk culture is rich and colorful, such as lion dance, lotus boat and other folk activities deeply rooted in people's hearts.

(2) Classification of tourist resources

According to the standard of tourism Resources Classification, Investigation and Evaluation, resources are classified accordingly, as shown in Table 1.

(3) Qualitative evaluation of tourism resources

This paper adopts the "three three six evaluation method" to evaluate the resource value from the aspects of history, culture, art appreciation and scientific investigation. Evaluate the resource benefit from the aspects of social culture and ecological environment. Evaluate the resources from the geographical location, landscape combination and other aspects.

(1) Evaluation of the three major values

Historical and cultural value: Huanggang Dabie Mountain is not only a red mountain, but also a mountain where countless heroes were born. It has experienced the liberation movement, the Anti-Japanese War and the agrarian revolution. In the history of The Chinese revolution, there is always a page of the Dabie Mountains in Huanggang. Moreover, many revolutionary heroes were born here, such as Dong Biwu, Chen Tanqiu and others. There are many memorial gardens for

revolutionary heroes, which are of high historical and cultural value. Artistic appreciation value: The park has a lot of beautiful scenery, such as the azalea sea in Gufeng Mountain, Paradise Lake, Dabie Mountain tea garden, etc., which is of high artistic appreciation value. Value of

scientific investigation: There are rich kinds of magmatic activity geological relics, is a natural laboratory for geological research, scientific investigation value is high [1].

Table 1: Classification of tourism resources¹

	The resource type		The name of the resource
A. Cultural landscape	AA comprehensive natural destination	comprehensive tourism	Paradise Village, Thin Knife Peak, Turtle Peak Mountain, Yingshan Sanmenhe Town Taojiashan, Macheng Yanjiahe Town Jiulong Mountain, Lichen Pass Penjia Mountain, etc
	AC geological and geomorphic remains	process	The philosopher peak joint, the star peak joint, the Heaven top, the thin Dao Peak tin pot top, the Heaven Village, the thin Dao Peak, the Turtle peak and so on granite landform and pictographic stone, fairy valley and so on
	BA river		Scenic Valley, Shengrentang Canyon rafting section, Shuanglongtan, Longtan River Valley, etc
B Water scenery	BD natural lakes and marshes		Paradise Lake, Chang 'e Gorge and so on
	BC waterfall		Milky Way sky, heaven waterfall, Baizhangya waterfall, yunya waterfall, Paradise cliff waterfall, Longtan waterfall, etc
	BD springs		Luotian Sanli Field hot spring, Yingshan hot spring, etc
C Biological landscape	Trees CA		Fengshan town color leaves green nursery stock base, jiuzi river red leaves, etc
	CC flowers		The cuckoo flowers
E Site remains	EB remains of social and economic activities		Dove Ci ancient housing Wan, moss, gong guan, ancient architectural complexes, and so on
F buildings and facilities	FA Comprehensive cultural tourism area		Luotian Tourist Center, Lijing Holiday Village, Xihe Tourist Center, Dabie Mountain Revolutionary History Exhibition Hall, Wujiashan Tourist Center, etc
	FD Residence and Community		Zhou Jia Fan rural community, Hengyuan farm, etc
	FE to bury ground		Xiao family ancestral temple
G Tourist commodities	GA local tourist commodities		Early honey peach, xiao Wu pearl vegetables, Phoenix tea, Shuangfeng Mountain cloud tea, Xiao Wu chestnut, Red eagle duck yuan Bao, pearl cauliflowers, glutinous rice cake, stinking leather, Yonghe leather, etc
H Cultural Activities	Folk Custom of HG		Boat dance, lantern dance, running bamboo horse, brand gongs, Yellow filial piety drum opera, dragon dance, lion dance and so on

(2) Three benefit assessment

Economic benefits: The development of the park will involve social industries related to transportation, trade, catering, etc., which can absorb the surplus labor force from the primary and secondary industries and promote the economic development. Social and cultural benefits: Through the related publicity of the park, more tourists can be attracted to visit the park, popularize scientific knowledge related to environmental evolution and geological relics, and enhance their understanding of nature. Ecological and environmental benefits: The development of parks can enhance the protection and utilization of tourism resources, enhance residents' awareness of the protection of nature, and promote ecological development [2].

(3) Assessment of six conditions

Location traffic conditions: Huanggang relates to Wuhan by mountains and rivers, and the traffic is very convenient. Landscape regional combination conditions: the landscape regional combination conditions are very good, the park has world-class geological and geomorphic landscapes everywhere, five national geological and geomorphic landscapes, and hundreds of rare plant resources and animal resources. The capacity conditions

of scenic spots: make reasonable use of tourism resources, expand the scale of existing tourism facilities, use price lever, or limit the number of tickets to affect the intensity and flow of passenger flow, adjust the low season and high season, so that tourists can visit in a better tourism environment. Market source conditions: Park tourists all over the country, the market source conditions are very good. Market investment conditions: the park is directly funded by the Huanggang Municipal government, as well as some foreign investors, with good investment conditions. Construction conditions: With the improvement of science and technology level and the increase of government investment in development, the construction foundation conditions are constantly improved and the difficulty coefficient of construction is reduced.

3. TOURISM PRODUCT ANALYSIS OF DABIE MOUNTAIN WORLD GEOPARK IN HUANGGANG

(1) Existing tourism products

Historical and cultural tourism products. Red tourism, red revolutionary tradition education, dabie mountain spirit of learning classic red tourism routes, macheng revolutionary tradition education, dabie mountain liu Deng Dajun battle site Tours, wuhan - macheng -

HongAn - hsin-hsien - xinyang lines as well as cultural tourism: his history and culture to swim, liaocheng folk culture to swim, YingShan folk culture.

Geological science tourism products. Geological survey thematic line: Huangzhou-Luotian - Yingshan - Macheng - Huangzhou Circular Geology tour Fine line: Macheng Muzidian Town - Chengguan Taiguyu ancient land core - tectonic stress research line.

Ecological sightseeing leisure vacation tourism products. Ecological investigation: wild rare plant investigation tour. Sightseeing tour: Dabie Mountain, Wujiashan, Guofeng Mountain and other mountains ecological sightseeing tour, Paradise Lake, Zhangjiazui Reservoir water sightseeing tour. Adventure tour: Hongan to Tianhe, Luotian Paradise Canyon, Paradise Village mountaineering adventure tour, Luotian Thin Blade Peak, Bijia Mountain adventure tour. Conference and holiday tour: Dabie Mountain Summer holiday tour, Yingshan Hot spring holiday tour, Luotian hot spring holiday tour. Rural leisure tourism. "Farm happy" tour, xishui rape flower Village, Jiuzihe Town.

(2) There are problems in the development of tourism products

(1) Lack of development of cross-regional product tourism enterprises

At present, the three provinces of anhui dabie mountain area enterprise engaged in the development of tourism, such as the dabie mountain tourism development co., LTD., hubei huanggang dabie mountain tourism development co., LTD., wuhan abundant investment holding group company, Wu Hansan cableway co., LTD., etc., but are almost always in an area development, lack of regional tourism enterprises. As long as cross-regional enterprises do not grow, dabie Mountain regional tourism products will be difficult to market.

(2) Lack of in-depth connotation of tourism product development

Huanggang dabie mountain as one of the few world-class scenic area, is rich in unique tourism resources, it has a red tourism resources in hubei province and even the whole country is outstanding, but the glimmer in the former residence of celebrities, historical memorial pure sightseeing activities, such as only the elderly market has a certain appeal, appeal is not high and the education function of the teenagers. Most tourism products do not show the unique ecological environment and profound historical culture of Dabie Mountain. It is difficult to leave a deep impression on tourists simply by staying on sightseeing activities.

(3) Brand and marketing integration is difficult

Huanggang each area has its own tourism publicity brand, the tourism brand slogan of Huanggang city is "amorous Dabie mountain, romantic look Huanggang", Macheng is "the world in April day, Macheng see cuckoos", Luotian County is "Trinidad Dabie Mountain, beautiful scenery in Luotian" and so on, we are in their respective publicity. From the perspective of red tourism, the national Tourism Administration positioned the dabie Mountains as a brand of "a thousand miles forward, the hometown of the general", but none of them were

used. Because of the administrative division, each place is concerned about improving the popularity of their own brand, do not want to create a common brand. And the cost of brand marketing is hard to put in place.

4. DEVELOPMENT STATUS OF HUANGGANG DABIE MOUNTAIN WORLD GEOPARK

By 2020, The Dabie Mountain World Geopark in Huanggang is currently divided into three parks, namely Dabie Mountain Main Peak Park, Kamefeng Mountain Park and Tiantai Mountain Park. Dabie Mountain main Peak Park is divided into Paradise Village scenic area, Thin Knife Peak scenic area, Paradise Lake scenic area, Lichice Pass scenic area and Wujiashan scenic area. In addition, two scenic spots are set in the periphery of the park: Sanli Acoufan Hot Spring Resort and Taohua Chong scenic area; Kamefeng Mountain park is divided into Kamefeng Mountain scenic area and Jiulong Mountain scenic area; Tiantai Mountain park is divided into Tiantai Mountain scenic area, tianhe scenic area. Huanggang Dabieshan World Geological Park has unique red tourism resources and high-quality green ecological landscape resources, has become one of the world's famous continental orogenic belt and the international geological professional tourism hotline, geological tourism development has a broad prospect[3]. Moreover, the park is also distributed with subtropical forest ecological landscape, granite mountain landscape, canyon landscape and cultural landscape and other advantageous resources. It is a tourist resort integrating sightseeing, geological research, leisure and vacation, science popularization and education and other elements. Since dabie mountain world geological park construction huanggang, huanggang tourists and income has greatly improved, the past five years, huanggang, 28.8 million per year on average, the number of tourism tourism revenue each year an average of 20 billion, to raise the income level of many farmers, led to many poor people out of poverty, to help the old revolutionary base areas to improve the backwardness, the construction of the park to a great extent, promote the development of local economy.

The development of the park is at a perfect time, because the external environment for its development is good. Due to the completion of intercity railway, it only takes half an hour to travel from Huanggang to Wuhan. Dabie Mountain is now located in the geographical center of four economic zones connected by Yangtze River Delta, Zhujiang Triangle, Bohai Bay, Sichuan, and Chongqing. Due to the development of science and technology, people's travel mode has become more convenient and faster. The long distance is no longer an obstacle for people to travel, which increases the potential passenger flow of geoparks. Many of the plans point to the dabie Mountain as an important tourist destination in China, and government support has helped drive the development of the dabie Mountain geopark.

5. TOURISM DEVELOPMENT COUNTERMEASURES OF DABIE MOUNTAIN WORLD GEOPARK IN HUANGGANG

5.1 Principles to be followed in tourism development

(1) Ecological protection first, tourism development second principle

The principle of protection first and development second is to carry out related tourism development activities under the premise of protecting various tourism resources in the Dabie Mountain World Geopark of Huanggang to maximize the benefits of tourism resources [4]. Huanggang the geological relics resources of dabie mountain world geological park belongs to the non-renewable resources, if destroyed in the process of tourism development of these resources, will inevitably cause irreparable loss, not only the irreversible geological relic resources, the ecological balance of the entire park would also be affected, is not conducive to smooth conduct related to tourism activities.

(2) Principle of support from tourism enterprises and participation of residents

Enterprise support and the residents participate in principle refers to the combination of huanggang dabie mountain world geological park in the process of tourism development, both to get the support of related tourism enterprises, provide funds for tourism development, information, technology and management support, also want to consider the interests of local residents, which actively cooperate with the local residents support tourism development related work, make the tourism development at the same time also can strengthen the protection of geological relics and ecological environment.

(3) Create brand tourism and highlight the principle of product characteristics

Huanggang Dabieshan World Geological Park should fully reflect its characteristics in the development process, make use of its unique tourism resources and geological relics resources, develop tourism products with regional characteristics, improve the competitiveness of tourism products in the tourism market. In the process of developing characteristic tourism products, the unique ecological landscape and historical culture of Huanggang Dabieshan World Geopark should be integrated into it to create unique brand tourism products and extend the value of tourism resources.

5.2 Huanggang Dabie Mountain World Geopark development countermeasures

(1) Scientific and reasonable layout planning, protection zoning design

According to the nature, characteristics, water resources, geology and geomorphic features and vegetation coverage of the Dabie Mountain World Geological Park in Huanggang, the overall protection division of the park is designed as one core protection area and three other graded protection areas. Core protected areas refer to those areas with non-renewable geological heritage resources and ecological resources. Tourists are forbidden to pass through the areas and tourist facilities are not allowed to be established. Only relevant tourism management personnel and scientific research teams can enter the areas for geological heritage protection and scientific research. The first-level protection area refers to the 4A level scenic spot. In this area, corresponding

boundary markers and explanation boards shall be set up at the entrance of tourists entering the scenic spot. Level II protection area refers to 3A scenic spot. In this area, some service facilities for shopping and rest can be set up appropriately without affecting the geological landscape quality, but they should be coordinated with the landscape of the scenic spot, and the number of tourists should be strictly controlled. Level III protection area refers to a level 2A scenic area, which shall effectively control the construction and facilities and coordinate with the landscape.

(2) Improve the tourism management mechanism and promote the growth of cross-regional enterprises

Define the administrative authority of relevant tourism management personnel, improve the tourism market supervision system, and strengthen tourism administration. Geological park should intensify the introduction of tourism management talents and improve tourism service personnel service level, appropriate to do some training service personnel, for outstanding staff to take certain incentives, in addition to tourism destination residents should also be some relevant tourism training, increase the participation of residents, promoting the comprehensive service level of the scenic spot. Promote the growth of cross-regional tourism enterprises, expand the dabie Mountain regional tourism products market.

(3) Activate popular science tourism products and excavate their deep connotation

Make popular science tourism products more interactive and interesting. According to the needs of tourists, design popular science tourism products with strong experience and participation. Make use of advanced technologies such as 5D, 4D, AR and VR to create popular science projects integrating interest and knowledge. Different types of rest places will be set up in the park for tourists to choose, such as karst cave area and dinosaur ruins area, so that tourists can have a rest and understand relevant scientific knowledge, so as to achieve the purpose of tourists' learning while playing. To explore the deep connotation of tourism products, let it not only stay in sightseeing activities, leave a deep impression on tourists, expand the source market, enhance the competitiveness of Huanggang Dabieshan Global Geopark.

(4) Integrate different types of products to build brand tourism image

Give full play to the enthusiasm of various regions, relevant departments, enterprises, and institutions, make overall plans, organize festival activities related to local culture, and promote the experience of geological tourism area and enhance the interest of geological tourism. We will strengthen the integration of tourist areas and counties, focus on developing the tourism characteristics of the middle and lower reaches of the Yangtze River, and create brand tourism products. Establish cooperation with educational institutions such as agriculture, forestry, universities and scientific research institutions, cultural entertainment, and sports to design diversified tourism products to meet the tourism needs of different groups. For example, the integration of culture and geology makes it more attractive and interesting than the

traditional geological sightseeing and learning, and plays the role of finishing touch to the natural scenery.

(5) Actively innovate publicity methods and build an effective promotion system

Make some free and characteristic tourist products for tourists to their relatives and friends, as a scenic spot of mobile card, use a variety of means and tools, such as weibo, WeChat public promotion, such as creating a favorable publicity atmosphere, to attract the various types of financial institutions, large enterprises to invest in local tourism and business, form a pattern of all-around big tourism, construction of huanggang dabie mountains of many well-known brand image, to the world launch of huanggang dabie mountain world geological park this card.

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The Exploration of Non-Fiction Reading Teaching Under the Guidance of The Subject Matter

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Abstract: From the body, the purpose, the three dimensions of the subject meaning of non-fiction class of famous reading teaching comparison, discussion. Non-fiction class focuses on feeling artistic truth, non-fiction class focuses on cognitive life facts, explores historical truth, non-fiction class focuses on cultivating students' aesthetic appreciation and creative ability, non-fiction class focuses on cultivating students' cultural heritage and understanding ability, non-fiction class focuses on understanding and grasping the whole, non-fiction class focuses on stimulating reading interest. Because there is no literature on the same subject, the comparison here, the discussion is experimental.

Keywords: Subject Matter; Non-Fiction; Reading Teaching

1. INTRODUCTION

The most significant difference between fiction and nonfiction is between unreal and true. Literary works generally do not exist non-real, but only non-facts, so the so-called non-real, in fact, is a kind of artistic truth. In other words, the cultural difference between fiction and nonfiction is mainly between imagined reality and objective reality. Teachers should set up tasks based on such cultural characteristics to promote the completion of students' reading. For example: from the outsider can be seen that Albert Jia-miu is a famous modern French existentialist novelist, dramatist, critic, the main works are novel outsiders, plague depravity, play misunderstanding Caligula and philosophy with Merso myths, rebellious people and so on [1-7]. This novel, the article pessimistic, disappointed mood of the most profound reflection and summary, because, Jia-miu has also experienced that full of feudal autocracy, at the same time, but also encountered racial destruction, moral deficiencies and human dignity trampling, in that everywhere full of chaos and turbulence in the society, Jia-miu's own meaning has disappeared, become nihilistic, their own understanding of the absurd world has also produced a deeper understanding, based on this, He often took absurdity as a starting point in his novels, with a look at it, through satirical strokes to describe it, in his strokes, we can see such a world, the world is an extremely absurd world, human beings in such a ridiculous world, should have a deeper and sober understanding of their own situation, human beings should force themselves to resist the absurdity of the world, to accept the challenges of the world, in this

everywhere full of depravity, everywhere full of absurdity, invisible hope, In the world of invisible meaning of life, one should be brave enough to pursue one's own world and happiness, to explain the absurd world with nihilism, and then to find a way out of human life through the corresponding humanitarian positive, which is the most worthy of the reader's deep thought and consideration in Jia-miu's bureau. In Jia-miu's symbolism, Li Tianming mentions that survival is necessary for every work of Jia-miu, and that the reason for this difficulty is Jia-miu's own experience and conscious creation. From Jia-miu's works, we can see that despair, struggle, oppression, indifference, killing each other are like the crazy Era of the Cultural Revolution, but Jia-miu united them in the name of spirit. From a realist point of view, perhaps he can defend himself. And May's meditable mother in a sundance, my son and old Lee, are typical of the people in the house, they all like to lock themselves in a dark room, all want to nail their soul wings to the beams of the house, in their own house without being disturbed by others, free to live.

2. NON-FICTION CLASSES FOCUS ON FEELING THE TRUTH OF ART

Reading novels, plays, epics, fairy tales and other fictional works, students not only need to mobilize life experience and use imagination to feel the truth of art, but also must be able to understand the true judgment of art: authenticity, emotion, and hypothetical. Of course, it is also important for students to learn from empirical historical knowledge when they feel the artistic truths that are intertwined with history, such as the Three Nations. For example, the process of creating people in Jia-miu's creation is to explain to the reader that the world is a complex full of conflict and separation, a phenomenon that arises because human expectations of the world and the world itself do not conform to this law, thus creating conflicts and contradictions caused by antagonism. When the reader makes a rational analysis and summary of it, he will try to use his own knowledge to make a new interpretation and understanding of the world, after the baptism of life, we fled the world, and from the beginning of the dream of the trajectory farther and farther, so that the world has become an absurd world, into a world that we can not correctly understand, so that the people in the bureau between us and the world become more obvious, at the same time, The relationship between human existence and the world is becoming more and more strange and unmodulable. In this regard, the world is always full of many, many irrational things, people in the

face of the world irrational call can hold the peace of mind has become a big point of view in the book, in the face of the inner world rational choice, human beings need to obtain from the world's deadly oppression so that they can get sober insight, so as to obtain the value of life and the significance of the pursuit, when mankind found that many of the world's rules are not set, and this irrationality let the mind of reason a little extinguished, We feel physically and mentally exhausted and deeply powerless about our abilities and limitations.

Because of its own absurd experience, so that its mother's death and lover Mary's love, for shooting and killing, death sentence and so on are in a very cold and cold attitude, with silent expression, seemingly cold on the surface, but deep inside his heart, but incomparable desire for the beach, sunshine, and love. In such an isolated state, the result of the last tragedy is that this absurd world has been absurdly devoured, leaving no residue left. The hero of the text is a rational thinking on the world's cognition and very sober person, he is very insightful in life, its real understanding of the nature of this absurd world, and can correctly understand the absurd, very frankly face everything in life, in its indifferent coat decoration is its sense of the absurd world a new sense and understanding. The true moral of Jia-miu is that in this absurd world, narrow tolerance does not make the next person to survive on his own true thoughts. He summed up the novel with profound connotations as such a sentence, in the society we are now in, anyone who does not cry when his mother is buried is very likely to be sentenced to death. The experience of the outsider's hero, Merso himself, is a fascinating display of the real inner world of people's fascination with life and loneliness and pain after the Second World War, and a spiritual lack of extreme insecurity. The absurd world makes them all outsiders in this world, unconsciously the strangest of themselves, and although they choose to rebel against a depressed life with their own indifference, they still have no way in essence to escape the absurdity and misery of fate. Absurdity ends in death, ending with a tragic story, which is essentially a tragic way of showing people the world and the essential characteristics of life. Thus, in portraying outsiders, Jia-miu uses a great deal of ink to depict a world and life, and to reveal and criticize Western capitalism in the most profound way.

3. CASTING BY WILL

Although students' reading fiction and non-fiction are helpful to the development and promotion of various core literacy -- including language, thinking, aesthetic, and cultural -- the greatest utility of the two is obviously different -- for example, the former is biased towards enhancing aesthetic appreciation and creative literacy, and the latter is biased towards enhancing cultural heritage and understanding. In this regard, teachers must have a clear understanding, and as the main basis for setting up teaching difficulties.

Non-fiction classes focus on cultivating students' aesthetic appreciation and creative ability. For example, when analyzing Jia-miu's consciousness, his attitude towards peaceful death suggests that it is normal to face

and describe fear. In his analysis of Hamlet, he said he was not crazy, and that even after communicating and learning with ghosts, he was sober and intelligent, pushing his career to the top and rebuilding his soul. And the people in the house can't escape. It could be the creation of Jia-miu's consciousness, or it could be Jia-miu being imprisoned in an iron-fenced hut (Xu Ruhua in an ancient floating cloud), or Jiang Shuiying of Yellow Mud Street being imprisoned in my affairs. In what I do in this world, the world can't stop other people from invading and me. This mysterious darkness is everywhere in Jia-miu's novels, even in the air.

In Jia-miu's work, he uses voyeurism and morbidity to express the evils of human nature. He attributes the anxiety, darkness, ugliness, and obscenity that are entangled with each other to a certain human nature. Life is lonely, loneliness leads to yearning for the outside world, and people in the house are afraid that reality will bring self-harm. Therefore, we can only keep voyeurism. In the process of voyeurism, fear is revealed from my weakness, the emptiness of the spiritual world, the extreme disappointment of the heart and the despair of the future, for example, the old Yu in the mountain hut always suspects a thief, thousands of crying thousands of people will fall to the ground Qibao in a state of endless fear and worry, and it is morbid. In the ancient clouds, everyone is aiming for voyeurism, everyone is struggling with voyeurism and avoiding the pathological cycle of voyeurism. Xu Ruhua has fun by spying on his neighbors, and his mother-in-law's attempts to change her voyeurism into a disease of others have also led to the alternating nature of human evil. and deepened the fear of the people in the room. Even the people in the house always like to peep at each other to make up for their inner emptiness, vent their resentment and cover up their abnormal inner world. But as the disease deepens and the venting of hatred becomes an endless pathological cycle, the people in the room end up living in endless fear themselves.

4. CASTING BY LIFE

In turning learning into a battle for grades (Soviet educator Slatov), it is a fact that students have less reading and more difficulty reading. It is absurd to analyze reality when reading about the people in the teaching room; In reality, their behavior is also absurd. In this hut, which redeems the mind on the one hand and imprisons the mind on the other hand, the vileness, ugliness, and evil shown in irrational consciousness are totally out of the normal order of thought. From Jia-miu's novels, stubborn adherence to the spirit of the self and the substantive hut is also a common feature of the people in the room, who prefer to keep their souls trapped in the endless world of imagination. The little couple in the wilderness, always like to walk in various rooms at night in search of their home, so that in real life during the day become a trance, nonsense, colleagues are frightened. And May's meditable mother in a sundance, my son and old Lee, are typical of the people in the house, they all like to lock themselves in a dark room, all want to nail their soul wings to the beams of the house, in their own house without being disturbed by others, free to live. To

express one's yearning for freedom in such an extreme way, it must be said that Jia-miu is very advanced and ironic in the expression of human nature.

This is Jia-miu's cabin and the people in the house. Or the reality exists or their own imagination, the people in the house are proud that they have a small room" and feel that this is their strong barrier. Every person in the house is carefully protecting their own hut, immersed in their own house all day long, no one can approach, their loved ones are no exception. Even if they get the chance to communicate with real people, they don't just feel like outsiders, they don't want to walk in. They prefer to stay in the house, for this will enable them to find a moment of serenity in the plight of survival and to redeem their souls. No matter what happens outside the house, the wind is strong, what lurks in the dark or what they imagine exists or never does. They will only survive in loneliness, in the small spaces they think are full of hostility, and let their thoughts and reality beat, and they still prefer to torture themselves and stay in the house. Jia-miu's house was initially reflected only in imagery, but gradually evolved into a symbol of events, and the object of the house gradually disappeared, replaced by a deeper symbolic image. The people in the raindrops in the tiles of the migrant workers' group lived in this invisible room. They are erred by the complaint, or entangled in a lawsuit, or bound by the work of the rules, and their souls are erred in the house, actively or passively, without the freedom they deserve.

To sum up, the body thoughts and souls of the people in Jia-miu's house are "trapped in the house." This kind of survival difficulties in real life to the psychotherapy to obtain soul redemption method, today is not uncommon. The significance of Jia-miu's work is also to inspire people to think about the real and spiritual worlds. Nothing can truly become the master of the human spiritual world, except for human beings themselves, especially among the outsiders of Jia-miu, the novel by Jia-miu with a very dramatic way of writing, subtly introduced to people in the absurd world, how human beings should carry out spiritual resistance, human nature has always been a very difficult question to answer, Jia-miu is one of the few Chinese literary writers can face real human nature and despair. The illusory and trueness of his pen tip is worthy of our deep thought, and it is worth our further study and interpretation.

5. CONCLUSIONS

To sum up, there are many differences in the reading teaching of fictional and non-fiction books guided by the

subject matter, although there is no shortage of commonalities between the two. Because there is no literature on the same subject, the comparison here, the discussion is experimental. Non-fiction masterpieces are often difficult for students to develop a strong interest in reading because of their professional or academic nature, and because they are boring and difficult to understand, it is difficult for students to read. Therefore, teachers should set up before class can stimulate interest in the import, layout of participatory tasks. When he taught Franklin's autobiography, he showed students the largest 100-yuan bill in circulation and a hundred-dollar bill -- a portrait printed on it-- in a pre-reading boot class, the former by Chairman Mao Zedong and the latter by Franklin, a printer. No suspense, this has received a very good reading effect.

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Research on The Collaborative Development Path of E-Commerce and Logistics in China

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Abstract: In the background of the growing prosperity of the Internet, online shopping and e-commerce industries such as the rapid expansion of scale. E-commerce relies on the Internet to conduct commodity transactions, which greatly overcomes the disadvantages of traditional commodity transactions affected by weather, time, true or false currency and other factors. The development of electronic commerce has brought unprecedented opportunities to China's economic development. Online shopping needs to achieve home delivery through express logistics, alternate logistics network to bring people a convenient shopping experience. This new way of trading has also led to the development of another new industry, namely logistics, and the two are interdependent. This paper explores the synergetic development of e-commerce and logistics industry.

Key words: E-commerce in China; Express logistics; Collaborative development; Path to explore

1. INTRODUCTION

1.1 E-commerce and logistics have changed people's way of life

The relationship between e-commerce and logistics industry is very close, that is, e-commerce is incomplete without logistics industry. In the actual process of life, logistics becomes a sufficient and necessary condition for e-commerce activities. For example, after the consumer selects the goods online, part of the whole transaction process is completed, and the whole transaction is not completed until the goods purchased by the consumer are delivered to his hands through logistics. In view of the current situation, it is an inevitable trend to promote the healthy development of both countries despite their different levels of development. First, the continuous popularization of the Internet has provided a foothold for the development of e-commerce. In the network popularization today, the rapid development of the network is particularly rapid, the emergence of e-commerce is normal and reasonable [1-13]. The Internet is an important medium and basic condition for the development of e-commerce, and the development of e-commerce is inseparable from the Internet. Without the Internet, e-commerce cannot stand. Second, e-commerce and logistics industries complement each other. At present, with the increasing cooperation between Logistics and e-commerce in China, their service standards are gradually approaching. Both sides evaluate each other in business and correct some hidden problems, which is conducive to the good development of both sides in the future. Relevant government departments should introduce relevant supporting policies and actively guide

the common development of electronic e-commerce and logistics industry, which is conducive to the protection of operators and consumers from legal opportunities for lawbreakers and the welfare of the people.

1.2 Emergence of cross-border logistics

2017 is a year of global economic recovery, and China will take the opportunity of One Belt And One Road to make the best attempt in cross-border e-commerce. The potential huge market of countries along the Silk Road, the arrival of Internet + foreign trade era and the improvement of infrastructure will bring a new round of innovation and integration of traditional trade forms. It can be seen that cross-border e-commerce is the product of economic development and national policies, as well as the trend of China's economic development under the background of economic globalization. Cross-border e-commerce refers to the transactions between countries or regions through Internet platforms and international express delivery or logistics, which effectively promote the coordinated development of e-commerce and logistics industry. Cross-border e-commerce simplifies many aspects of traditional international trade, reduces the cost of communication between buyers and sellers, and improves work efficiency. In addition, cross-border e-commerce can shorten the distance between Chinese manufacturing enterprises and overseas consumers and reshape the international industrial chain. It has become a new field for innovation and entrepreneurship under the new normal, and also promotes the transformation of the development mode of foreign trade. In the context of global economic integration, China's cross-border e-commerce is constantly developing, which promotes the logistics exchanges between countries and promotes the coordinated development of e-commerce and logistics industry, which plays a huge role in promoting China's economic development.

Synergetic development of e-commerce and logistics industry

1.3 Backward management thinking

At present, many enterprises in China adopt too general methods in logistics management, which leads to the lack of proper scale of actual management of enterprises. They can only adopt the unified management method integrating production, supply and marketing, and many problems cannot be effectively considered and solved. In addition, in many enterprises, managers often pay insufficient attention to logistics management, thinking that logistics is only a mode of storage and transportation, and completely fail to realize that reasonable logistics management can effectively reduce the enterprise's input cost and circulation cost. Because managers do not pay

attention to it, subordinates naturally do not pay attention to it. This old concept seriously affects the implementation of the coordinated development of e-commerce and logistics industry. In short, the outmoded logistics management idea is not suitable for the current e-commerce teaching content, which seriously restricts the development of enterprise logistics and is very unfavorable to the future development of enterprises.

1.4 Backward management technology

In the science and technology changes with each passing day today, for any enterprise, the key of the technology are increasing your strength and backward technology will inevitably lead to the behind of the enterprise, and for the development of the enterprise, the level of logistics management technology and the management level of enterprises have a direct relationship, there are a lot of enterprises in the problem of logistics management technology level is not high. Such as some enterprises do not take the investment in hardware facilities, insufficient investment of equipment, construction process of float to the surface, the formation of formalism, considering the cost factor, enterprise has not set up a system that still USES the previous way of human input, manpower cost, in fact, has greatly more than the cost of equipment, but the problem is rarely seen by enterprise managers, resulting in serious backward enterprise management informationization in our country. Therefore, the backward logistics management technology of enterprises makes it difficult to develop the application value of e-commerce subject knowledge, resulting in the difficult to improve the synergic development of e-commerce and logistics industry.

1.5 Synergic development of talents cultivation of e-commerce and logistics schools

E-commerce marketing development strategy is one of the current very novel logistics enterprise models, in such a training mode can have a more solid and comprehensive theoretical basis knowledge. First of all, still need to provide the theoretical knowledge, but in order to be able to let the students have more practice time, the school of theory courses will be lowered, therefore, the school's courses will be aimed at the current market environment, selected the most important courses, for students in the process, need to redesign the content of the course, so as to improve the course system of professional knowledge, students learn knowledge is more comprehensive, and can learn new theory viewpoint. In order to cooperate effectively with the enterprise, the enterprise will also provide Suggestions on the curriculum content of the school and continuously improve the theoretical knowledge system of the school. Secondly, during the internship, the enterprise will arrange professional staff for the students. Under the guidance of professional staff, the students can apply the theoretical knowledge of the school into practice. Therefore, the students will have a deeper understanding of the theoretical knowledge and even be able to apply the theoretical knowledge flexibly. The development of e-commerce also helps students to accumulate practical experience. Traditional mode of logistics enterprises, the student can only be provided

through the school case teaching little experience, heading into work, often appear unprepared, will take some time to familiar with his work, causes students when just coming into the new business, if you want to make a good impression with colleagues and leaders, need a lot of effort. In this traditional logistics enterprise model, students only have access to theoretical knowledge, and if they want to gain time experience, they need to find internship opportunities by themselves. Therefore, the number of students who can get high-quality internship opportunities is very small. However, under the logistics enterprise model of e-commerce marketing development strategy, every student can obtain high-quality internship opportunities, and every internship position has been strictly screened by the school. In the process of internship, students can continuously accumulate practical experience. Practical experience is as important as theoretical knowledge, and they complement each other. The more practical experience students have, the better their adaptability and performance in the face of various problems and risks in work, the higher difficulty and scope they can solve problems, and the higher level of application of theoretical knowledge.

E-commerce marketing development strategy can effectively increase the employment opportunities of students. First, in this mode, every student can cooperate with the enterprise. If the student performs well, he/she can sign a labor contract with the enterprise after graduation and change his/her status from an intern to a formal employee. Therefore, upon graduation, the student can have a familiar and satisfactory formal job. Secondly, if students do not work in the internship enterprises after graduation, they also have solid professional basic knowledge and certain practical experience, they can stand out in the talent recruitment market with this experience, so that they can have a higher chance to enter the ideal logistics enterprises. Moreover, in this mode, students can for personal ability and the direction of a more in-depth analysis, which can help students develop more appropriate personal character of career development planning, at the time of employment, students will also have a more clear orientation and target, is likely to hit it off with enterprises, thus greatly enhance the students' employment. At the same time, under this talent training mode, students can have more confidence when looking for a job and play better when applying for an exam, thus increasing the possibility of being admitted.

2. COORDINATED DEVELOPMENT STRATEGY OF E-COMMERCE AND LOGISTICS INDUSTRY

The synergic development of e-commerce and logistics industry plays a very important role in economic development. This means the strategic plan for the two sides to carry out joint operation in supply, production, and sales. In this case, the logistics industry and e-commerce will develop faster and the scope of business will be wider.

2.1 Optimization of logistics enterprises themselves

First, for logistics enterprises, to shape the brand image. Scientific and reasonable integration of existing

resources, resource management, structure optimization and other aspects of improvement, not only to achieve price advantage, but also to improve the quality of logistics, so as to improve the entire logistics transaction process, truly customer-oriented, improve the quality of service, maintain a good corporate image. Second, for logistics enterprises, to strengthen the construction of infrastructure. The enterprise should predict its own development direction and make a reliable assessment of its development prospects and countermeasures. Thus, the reasonable and effective allocation of resources is realized, the reasonable layout of the network is realized, the fastest and most accurate route of express transportation is planned, and the logistics transport efficiency is improved.

2.2 Optimization of e-commerce enterprises themselves

First, we should implement an open and transparent pricing system for express delivery services. As a third-party platform of e-commerce and express delivery industry, e-commerce enterprises need to provide them with a reasonable, open, transparent and win-win code of conduct. In addition, e-commerce enterprises need to establish a constraint mechanism and code of conduct, and publicize e-commerce service fee, packaging fee, transportation fee and other expenses, so that both buyers and sellers can have a fixed calculation formula for the price, so that consumers can have evidence to rely on, and at the same time, the unfair charges of sellers can be restrained. Secondly, a reasonable profit distribution mechanism should be established. In the process of commodity trading, the interests of e-commerce enterprises and logistics companies should be reasonably distributed to achieve the goal of collaborative development.

2.3 Reform the supervision system of e-commerce enterprises and make logistics planning

The development of e-commerce has brought a series of regulatory difficulties. Take customs declaration as an example, traditional foreign trade can achieve scale operation, while in the process of cross-border electronic transactions, the decentralization of consumption will greatly increase the pressure of customs supervision. In response to this situation, China introduced a tax on travel and postal services for e-commerce businesses in April 2016, although this measure has to some extent led to a contraction in cross-border e-commerce consumption. The development of e-commerce in China's economy is of great significance under the new norm, this requires the government to speed up the reform, especially the regulatory system reform, on the one hand, to solve the problem of cross-border goods transaction security, avoid trafficking, money laundering, infringement of intellectual property risks, on the other hand to promote trade facilitation, building supply chain collaborative development model. In addition, logistics is one of the most important factors for success in e-commerce. In order to effectively promote the development of e-commerce in China, we must start with the optimization of logistics, improve the logistics setup and management, and lay a foundation for the

development of transactions. Enterprises' e-commerce can establish their own industrial chain by integrating third-party logistics enterprises, and give play to their advantages of high efficiency, high informatization and high specialization by means of merger and acquisition, so as to realize safe and fast transportation of goods. It can be seen that it is of great significance for enterprises to reform the regulatory system and make logistics planning well, which not only promotes their own development, but also promotes the coordinated development of e-commerce and logistics industry.

2.4 Change the concept of physical management and introduce information technology

For enterprises, in the process of logistics management, management philosophy is of great significance. Managers should fully realize the important role of information technology in the process of logistics management, and work out the corresponding implementation strategy. Therefore, the enterprise should establish a specialized logistics management information department and arrange specialized personnel to strengthen the management of each department. At the same time, the manager should actively communicate with the staff of the department to understand the actual operation of logistics management information and solve the problems. In the process of practical work, enterprises should recognize the importance of advanced information technology, and continuously increasing investment, update the advanced equipments, such as haier group by using wireless network logistics information management, will all kinds of raw materials, semi-finished products temporarily stored in the warehouse, computer-aided technology processing, transmission lines, improve the utilization rate of the warehouse. Through the application of information technology, the direct communication between logistics enterprises and e-commerce platform is promoted, and the collaborative development of the two is promoted.

3. CONCLUSION

Under the influence of big data, Internet + and other technologies, the development of e-commerce has made remarkable achievements, creating huge service demand space for the modern logistics industry. E-commerce and logistics have become two indispensable elements in people's life. Under the current economic background, e-commerce enterprises constantly update their management concepts, introduce innovative technologies, and promote the organic combination of business transactions and logistics, which can not only promote the development of e-commerce enterprises themselves, but also realize the coordinated development of e-commerce and logistics industry and develop China's social economy. Above, mainly analyzes the current electric business economic environment, the coordinated development of China's e-commerce and logistics industry problems and strategy, aims to optimize the electric business enterprise management mode, through e-commerce regulatory system reform, and planning measures, such as management of logistics enterprises realize the collaborative development of electricity

companies and logistics companies, to promote electric business enterprise to gain long-term development in the fierce market competition, promoting our country economy level of ascension.

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Research on The Physical Fitness Needs of Middle Class in China Under the Background of New Era

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Abstract: Fitness needs guide people to make a variety of specific consumption behavior, the same consumption behavior may be behind the completely different fitness needs in the guidance. Motivation is the source of behavior. Compared with behavior, it is more complex, difficult to detect and measure. The value of the results of fitness demand analysis lies in anticipating and stimulating consumption behavior. The focus of this paper is to discuss the types of physical fitness needs of the middle class and explain the differences in motivation. Before the formal study, the literature on fitness needs was sorted out, and the types of motivation were continuously expanded in previous conclusions.

Key words: New Era; Middle Class; Sports Fitness

1. INTRODUCTION

There is a positive correlation between age and entrance fee. Some scholars believe that purchasing behavior is affected by age, income and educational background, that is, there may be a relationship between consumption level and demographic characteristics. In order to test this hypothesis, three variables, age, income and leisure, which are most likely to influence consumption level, were selected in this study and the correlation between each variable and consumption expenditure was calculated. By using partial correlation analysis to exclude irrelevant variables, control income and leisure, and calculate the correlation coefficient between age and consumption level, the correlation coefficient between age and site fee is 0.769, which is a simple correlation coefficient of strong correlation and shows a certain positive correlation. This result has passed a null hypothesis, which indicates that as the age of Middle class consumers in China increases, the consumption of admission gradually increases, and older consumers are more willing to choose places with high charging threshold for fitness, and pay more attention to the environmental level of exercise [1-10].

A common perception is that high consumption must be supported by income. In addition to money transactions, demand consumption also needs to invest time to complete the consumption of products to obtain value. So, in addition to age, income and leisure are most likely to be correlated with levels of sports consumption. In demographics, income is often thought of as the most direct factors that influence the consumption level in general cognitive high consumption represents the high

income, to test this hypothesis, the partial correlation analysis, eliminate the effects of age and spare time to calculate the income and cost of the correlation coefficient is 0.363, faint negligible, explain the correlation between income and fee and fee income and guidance from the correlation coefficient ($0.182 < 0.3$), the two more. It indicates that high-income groups may choose places with high fee threshold for exercise, but it does not mean that their demand for professional guidance is also high. This result negates the null hypothesis, indicating that relying solely on demographic characteristics cannot perfectly explain consumption behavior.

2. THE DEMAND FOR PHYSICAL FITNESS OF THE MIDDLE CLASS IN THE NEW ERA AND ITS INFLUENCING FACTORS

According to Liu xia, the main motivations for sports consumption by university students in Hunan province are aesthetic appreciation, entertainment, stress reduction and conformity. Song Xiuhong, based on the theory of stratification, included communication and division into the physical fitness needs of high-level people. It is not difficult to see that the mean value and standard deviation of the fitness motivation are the highest and the standard deviation is the lowest. Most people have the purpose of maintaining health, followed by the physical beauty motivation, which indicates that the demanding body shape is also an important driving force of consumption. This indicates that for the middle class in China, fitness consumption is no longer blindly follow the trend or fashion consumption worth showing off. They have a clear value perception of fitness and will consider more about the actual needs when consuming, and identity and class belonging are often involved.

, therefore, to keep fit, play sports skills and decompression have higher load on the first factor, analyze its content is mainly to maintain physical and mental health and pleasure, and performance skills is out of the body of a primitive demand, namely the motivation is inseparable from the person's physiological needs, therefore the first factor named physiological orientations; Comparison, learning skills, project preference, conformity and physical beauty have a high load on the second factor. The analysis suggests that people's interest and knowledge, as well as their perception and pursuit of beauty, all start from their inner emotional activities. Therefore, the second factor is

named as psychological orientation motivation. Face, hierarchy, and friend-making have a high load on the third factor. The analysis thinks that such status and reputation obtained by personal achievements are inseparable from the huge reference group of society, that is, only with reference group can it have its significance of existence. Therefore, the third factor is named as social orientation motivation.

2.1 Influencing factors of physical fitness demand

In the difference analysis of fitness needs, the factors affecting motivation are hidden in consumers' views on things, as well as their values and ways of thinking. In addition, some psychological states, such as consumption concept, value perception of products, as well as external stimuli, such as marketing means and service quality, will have an impact on motivation.

These concepts include the physical basis and skills of a person, the knowledge of sports, and the habit of exercising. That is to say, the evaluation and examination of a person from the perspective of sports can be summed up as the physical literacy of a person. Therefore, the first factor is named as the physical literacy factor; Value perception, consumption view and sports culture have higher load on the second factor. Consumption concept includes a person's attitude towards money, and his recognition of the value of sports also determines his attitude towards sports, frugality or enjoyment, sports or leisure. These concepts are formed in the cultural mix of people's growing environment. According to the above understanding, the second factor is named as cultural value factor. Media network, family attitude and facility resources have higher load on the third factor, analyzes believed that a person in the family and the status of the units to enjoy sports facilities, family support for the sports consumption or not, subscribe to the sports magazine to obtain information, pay attention to sports stars, etc., these concepts are no longer own accomplishment and ideas, but by the environment, so the third factor named as reference to environmental factors.

2.2 Differences in demands for sports and fitness among the Middle class in China in the new era

It is the difference in physical literacy that leads to the difference in physiological orientation and motivation. The Chinese middle class with strong fitness knowledge, habits, health status and skill level are more likely to have the physiological purpose of giving play to their skills, releasing energy and relaxing and decompressing during consumption. However, those who have a weak foundation in sports, due to the lack of knowledge, habits and skills, have no obvious motive from the point of view of physiological needs. They are more concerned about whether this consumption can improve the beauty and temperament, and whether it can express their pursuit and taste. The interaction is explained by the fact that people who have been exposed to the culture of the sports world and have an open attitude towards consumption experience external influences, such as a promotional event or a video on a social app, which enhance their physiological-oriented motivation. The consumers of Huanggu District le siqi gym are examples. They are keen

on leisure sports culture and like sports variety shows. They do not have the sports accomplishment and rigorous attitude of traditional bodybuilding people, and they think bodybuilding is a kind of entertainment tool.

Social orientation motivation includes those ideas that fitness consumption can reflect hierarchy and identity, bring a sense of decency, and can expand and maintain communication ability. In previous consumption behavior literature, social orientation motivation is more common among high-level people. By referring to the above analysis process of physiological orientation motivation and carrying out variance analysis of social orientation motivation, cultural value factors ($P < 0.05$), it can be believed that physical literacy and environmental factors do not play an obvious role here, and the difference in perception of cultural value between individuals is the factor that leads to the difference of social orientation motivation. The difference of cultural value perception is mainly reflected in the difference of consumers' face consciousness and consumption concept. As a unique Chinese culture, face consciousness has different appeal to each consumer. When conscious people consume to satisfy face psychology, a chain from individual cultural value to society-oriented motivation is formed. In addition, in terms of consumption concept, people pay attention to experiential consumption. Compared with conservative consumers, people who are accustomed to advanced consumption are more likely to think that they can achieve a high quality of life or become a high-level group through consumption. In fact, this idea promotes many consumption behaviors, which indicates that consumption concept may also contribute to society-oriented motivation.

2.3 Differences in psychological orientation in fitness needs

According to the results of the previous factor analysis, the psychological orientation motivation includes the worship of physical beauty, self-improvement and preference for projects. When analyzing the influence of sports accomplishment, cultural value and reference environment on psychological orientation motivation, none of them passed the numerical test, and only the significance of environmental factors was slightly higher. The influence of environmental factors on motivation can be understood as that the marketing of merchants arouses consumers' inner longing for a beautiful body, or that the way of exercise favored by consumers cannot be supported and guaranteed in the environment of daily scarcity, so they try to maintain and consume. The above situation may induce the generation of psychological orientation motivation.

To sum up, it is very helpful to enhance the fitness demand of middle class Chinese. Chinese middle is unique, the price sensitivity is low, pay attention to the quality of service, but also can have again-every that consumers will some characteristics of this kind of situation is usually caused by the motive of several common conflict, the first one is at the same time take A fancy to the advantages of both double drive conflict: complete something such as A gym room capacious can

swim, B gym coach I know and like. The second is A double-avoid conflict that tries to avoid both defects at the same time: The shower in Home A often doesn't work, and the new site in home B smells. The third is the most common avoidance conflict: good services close to home but poor facilities. I feel satisfied and want to get an annual card, but I worry that I can't stick to it or the new store's credibility is in doubt and cannot be managed for a long time. The above list

Chinese middle-class consumers are often troubled by motivation conflicts. For membership, marketing focuses on new middle-class consumers with economic ability are different from those of students with limited economic ability. Catering to the needs of China's middle class consumers, removing grievances and concerns and helping them resolve conflicts of motivation, would be a successful sale.

3. AWAKENING OF MIDDLE - AND LATE-STAGE MARKETING STRATEGIES TO THE PHYSICAL FITNESS NEEDS OF THE MIDDLE CLASS

In the next stage after the end of the preliminary marketing, when a customer has become a member, how to apply a new round of marketing stimulation to develop new fitness needs and push the customer to complete the second round of consumption is the marketing content of personal trainers in all sports consumption places. Clubs are different from fitness studios, where members have an incentive to buy classes, and studio instructors do not need to market too much and focus on the quality of service. Most club members, regardless of their income, do not have this motivation in the first place, so club coaches need to apply marketing incentives to motivate members.

The fitness market is huge and mixed, and if customers have a bad impression of the trainer because of their experience elsewhere, the motivation to buy again is almost impossible to recover. If you are facing a member who still trusts the coach but has mastered the scientific exercise method, the common way is to use small tools with diverse interests that are not accessible to ordinary areas in teaching. After the class period, if the customer cannot exercise according to his/her previous habits, he/she will have the motivation to buy again. In addition, the motivation of the second purchase also depends on the relationship between the coach and the student, and a good deal with it can also bring new customers and develop their own resources through the student. Here is a quote from a middle-class Chinese consumer describing how the right marketing incentives lead to a secondary purchase.

3.1 Adjustment of service quality to sports and fitness demands

The products purchased by sports consumption are virtual, such as long-term resource use right and service experience. Customers have not yet acquired or consumed the products when they pay, so the complete consumption behavior must be accompanied by the merchants' preliminary marketing and follow-up services, and payment is only the most prominent symbolic link. It can be said that the formation and strengthening of

motivation is of great significance, and it is indeed worth merchants to spend more thoughts in the early marketing. After customers pay in the complete consumption behavior, they enter the service link. In the eyes of some businesses, the transaction is not refundable, so the service is not as important as marketing, this idea of enterprises can not survive in the health of the sports consumer market, the most extreme way is to pre-sale at a low price announced after the capital chain break closed, greatly harm the interests of consumers. Both the service link and the marketing link can adjust the fitness demand, but the service link is generally after the transaction, which is more related to the life of the fitness enterprise. Relying on the service quality to make customers recognize, and generate secondary fitness needs, a virtuous cycle in order to build a solid reputation in the market. Among the various roles, it is obviously the consumer who can objectively reflect the quality of service.

Dance studio, yoga classroom and private teaching studio similar, in recent years the number continues to increase. Compared with clubs, these two types of places cost less to set up, have simple staff, and usually rent office studios with limited space but complete facilities. Whether it's yoga, dance or private coaching, the classes are more detailed and professional than the same classes offered by clubs, tailored for customers. Therefore, in terms of fees, there is only coach training consumption and no entrance fee, indicating that these two types of businesses only sell services and do not involve other businesses of ticket nature, which is more suitable to demonstrate the role of service quality on fitness demand.

4. CONCLUSION

The analysis on the current situation of sports consumption of middle-class Chinese in the new era shows that men spend more times on fitness than women, but the total number is similar. The age distribution decreases with the increase of age, and the number of post-90s consumers is the largest. In terms of career, public institutions and private enterprises are the most involved, while those who consume in small studios are self-employed. More than 80% of consumers have a bachelor's degree or above. Most consumers have shorter working lives, with 30 percent earning more than 8,000 yuan a month. The total sports expenditure of China's middle class shows a spindle distribution in the age range, with the highest consumption in the 30-40 age range. Among them, the cost of manual instruction is higher for females than for males and for self-employed workers than for other occupations. The correlation analysis between consumption level and demographic characteristics shows that age is positively correlated with entrance fee, leisure time is negatively correlated with guidance fee, and income is not correlated with both kinds of expenses, which negates the hypothesis that higher income means higher consumption.

Among the various fitness needs of Chinese middle class fitters, the most important is to maintain health and pursue physical beauty, while the least important is the sense of face and conformity. Fitness needs can be

classified into three types of motivation with different orientations: physiological, psychological and social, and the factors affecting motivation can be classified into three types of factors: physical literacy, cultural value and reference environment. According to the variance test, the difference of physical literacy causes the difference of physiological orientation motivation, cultural value can explain the difference of social orientation motivation, and income combined with gender can explain the difference of psychological orientation motivation.

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The Construction of The Working Ability of Counselors in Higher Vocational Colleges in The New Era

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Abstract: The current situation at home and abroad is complex and changeable, along with the development of network media technology, the media built by higher vocational colleges and universities with a new carrier, growing up in the era of the information explosion of contemporary young college students, not only good at venting patriotic feelings through the network media, but also good at using the network media to express their views, the real society of various ideological content in the network media more or less prominent, network position construction has naturally become an important part of the current construction of higher vocational colleges. As the main body of college students' construction work, the construction of counselors' working ability is directly related to the effectiveness of college students' construction work in the new era.

Keywords: New era; Higher Vocational Colleges; Counselors; Ability to work

1. INTRODUCTION

The new era gives new connotation to the construction work of counselors in higher vocational colleges, and the construction work of higher vocational colleges is promoted to a new strategic height under the new situation.

1.1 The concept of building the working ability of counselors in higher vocational colleges

The ideological work of higher vocational colleges belongs to the important aspects of ideological and political education work of higher vocational colleges, especially under the guidance of Marxist theory, guided by socialist core values, through classroom thinking and political education, campus party activities, social public welfare practice and many other ways, from the ideological to contemporary college students to carry out Marxist educational transformation, the ultimate goal is to train college students to become qualified socialist builders and reliable successors. The ideological work ability of counselors in higher vocational colleges is based on the needs of counselors' work responsibilities, and is composed of Marxist theoretical understanding, Marxist theoretical communication, judgment of social thought, network public opinion control, etc., which is related to the steady promotion of the ideological work of higher vocational colleges and universities, and is related to how to achieve the goal of training a basic ability [1-5].

To sum up, the construction of the working ability of

counselors in the new era of vocational colleges refers to the transformation of educational concepts, methods, using Marxist classical theory, guided by the latest theoretical achievements of socialism with Chinese characteristics, the ability to use network media, network technology to identify network information, guide network public opinion, create network space, build network positions, and lead the network ideological and cultural space with the socialist core value system to achieve the ultimate goal of unity of thought and culture.

1.2 The need to improve the ability of counselors to work in the context of the Internet of Everything

Under the background of globalization, marketization and networking, many kinds of social thoughts collide fiercely, and all kinds of wrong ideas spread rapidly in the network environment, which has a certain impact on the establishment of contemporary college students' world view, values, and outlook on life. In the face of new challenges, there is an urgent need to improve the ability of higher vocational college counselors to build their work [6-9].

University education is the golden stage of the formation of college students' values, the values of college students are unstable, the expression of ideas is not rational, the behavior is immature, the quality of will is not hard, the ability to resist temptation is poor, grasp the university this key period of shaping values is very important. According to the survey, the proportion of college students who surf the Internet more than 3 times a day is of which 89.9% are college students who use QQ, WeChat Post Bar, Weibo and other information exchange carriers, and 94% of college students use it to obtain information, update status, express opinions, and study by college students. Life by the impact of the network rose sharply, and then will inevitably affect the world view of college students, outlook on life, the formation of values. Therefore, to improve the work ability of counselors in higher vocational colleges is an objective requirement to deal with this objective situation and keep pace with the times to do a good job in the ideological and political education of college students.

Since the 21st century, the network new media with the Internet as the main carrier has become the main channel and main way of the infiltration of various western ideologies, and the discourse right of the mainstream ideology of the network of vocational colleges and universities is facing new challenges. Counselors are the backbone of the construction work of higher vocational

colleges and universities, and the construction of the ability of counselors to work is the basis for doing a good job in the ideological and political education of college students network, is the necessary means to occupy the construction position, is the necessary condition for the effective development of socialist core values education, is the education to strengthen the road self-confidence of college students, theoretical self-confidence, institutional self-confidence, cultural self-confidence is an important pusher. Therefore, improving the ability of counselors to work is not only a necessary means to ensure the safety of campus network information, but also an important grasper to build the position of higher vocational colleges. Under the new media platform, the mass information and leading voice of higher vocational colleges network public opinion is dispersed, personality, radical speech often misleads college students, the penetration of Western wrong thoughts is increasing, invincible, the online public opinion struggle of higher vocational colleges is more intense, enhance the workability of counselors to build, help guide the public opinion dynamics of higher vocational colleges correctly, help prevent the spread of wrong and harmful thoughts in higher vocational colleges, and help build a solid ideological firewall for university campuses. Therefore, as a counselor of higher vocational colleges and universities, we should effectively improve the construction of work ability, in the complex network information environment, can effectively transform the construction of work ability into the ability to deal with various students' ideological problems, can guide young college students to actively deal with the infiltration of various wrong ideas in the West, maintain the dominant position of the socialist mainstream ideology, and create a healthy and upwardly in line with the mainstream consciousness of the campus public opinion environment.

2. NEW REQUIREMENTS FOR BUILDING THE ABILITY OF COUNSELORS TO WORK IN THE NEW ERA

According to statistics, as of 2018, the size of China's Internet users has reached 829 million, the Internet penetration rate of 59.6 percent, of which, the age structure of Internet users 18-25 years old accounted for the highest proportion, up to 24.8 percent; In the educational structure of netizens, the proportion of college education is 8.7% and the proportion of undergraduate and above education is 9.9%. The proportion of students in the professional composition of netizens is as high as 25.4%, and the data show that in China, a country with a population of nearly 1.4 billion people, the Internet has become an indispensable part of people's lives.

2.1 Marxist educational communication ability

First, we should learn to understand, get through the core theory of Marxism and consolidate the theoretical basis. Counselors of vocational colleges and universities should make use of and exert their unique working advantages, strengthen the study of the core theory of Marxism, apply it, take the latest theoretical achievements of Marxism in China as the core of the theory, and keep pace with the

times to strengthen the ideological theoretical basis. Secondly, we should keep pace with the times and actively innovate the Marxist way of teaching and enhance the dissemination power. In their daily work, counselors should make full use of Marxist theory and its working methods, use Marxist theory flexibly to identify all kinds of wrong ideas, and resolutely resist, take the initiative to Marxist theory education, socialist theory education with Chinese characteristics, socialist core values education, the great revival of the Chinese dream propaganda and education combined and integrated into daily party activities, campus cultural activities, social practice activities.

2.2 Build the ability to identify disposals

With the rapid development of the Internet, the situation of infiltration of the network of hostile forces inside and outside China has shown a trend of concealment and diversification in recent years. Contemporary post-90s college students are in the growth stage of faith, values, outlook on life, because of the relatively shallow life experience and social experience, the world situation, the party situation, the national conditions are not deep enough, often on the current emergence of many social problems and phenomena can not see the essence, easy to be confused by various, illusions. Therefore, when the network appears bad, improper information dissemination, college counselors must have the ability to timely, correct, effectively make information identification, timely organize students to participate in the discussion of events in a reasonable manner, through postings, comments and other ways to express their views and positions, guide the development of network public opinion in a rational direction, so as to prevent micro-du gradually.

2.3 Network thought control guidance capability

In the current new media era, the network platform and space frequently appear some wrong trend of thought, speech, and the trend of rapid dissemination, the impact of a wide range, the speed is unimaginable. First, do a good job of organizing the construction of positions. Counselors of vocational colleges and universities should build through student organizations, party organizations, class groups, student associations and other organizations, consolidate the organizational basis of construction work, and lay a solid foundation for ideological work by strengthening the management of in-class, extracurricular, in-school, off-campus, activities. Second, dare to take the initiative to speak out. Counselors of higher vocational colleges should dare to criticize the wrong network thoughts relentlessly, be good at using mainstream ideology and viewpoints to criticize wrong thoughts, educate and guide college students to firmly establish the socialist core values, and resolutely resist the current social existence of neoliberal universal values and other wrong social thoughts.

3. COUNTERMEASURES TO IMPROVE THE WORK ABILITY OF COUNSELORS IN HIGHER VOCATIONAL COLLEGES IN THE NEW ERA

In the new era, the construction of higher vocational colleges is facing a new situation, the new era gives

counselors of higher vocational colleges new requirements for construction of work, under the new requirements, the party committee and the team of counselors of higher vocational colleges should make unremitting efforts under the guidance of General Secretary important discourse on the ideological work of higher vocational colleges and universities.

3.1 Higher vocational colleges should provide an overall plan for counselors to improve their ability to work

First, vocational colleges should make full use of the two micro-ends (Weibo, WeChat, mobile phone clients), combine traditional media with emerging media, form a network ideological and political construction team with counselors and student party members as the auxiliary, and set up a network platform studio. For example, WeChat Public Platform Studio, through the network studio platform to strengthen online interaction with students, focusing on student concerns to guide, promote positive interaction with students. Second, to encourage departments to combine subject characteristics and student interests, to create a professional network culture studio, make full use of the network of new media technology, create a discipline-related, and student personality development related to the characteristics of the column, with the times to form a new network pattern, to promote the spread of positive energy network.

To establish and improve the network of counselors work training mechanism, to provide further training opportunities First, the Party Committee of higher vocational colleges should establish and improve the training mechanism aimed at improving the ability of counselors to build work, to the current higher vocational colleges to build the real needs of the work-oriented, after research, the formulation of the corresponding network skills training plan, pay attention to scientific, reasonable, effective, systematic. Second, pay attention to the training topic of targeted settings, to achieve targeted. For example, the curriculum training system should focus on improving the coach building comprehensive work ability, at the same time to grasp the students' learning situation in a timely manner, timely feedback on the results, timely adjustment of curriculum training content and process. Third, to encourage counselors to actively participate in the network knowledge and skills learning and exchange activities inside and outside the school, through multiple ways, continue to improve the level of network technology, and constantly improve the ability to build.

First, higher vocational colleges should innovate the propaganda mode of Marxist ideology, set up propaganda website, do a good job in the interpretation of the core theory of Marxist ideology, do a good job of propaganda in a graphic and lush way, with video explanation, speak the core theory of the basic principles of Marxism, and do a good job in the dissemination of Marxism. The second is to create an Internet communication platform on the official website of higher vocational colleges to explore issues and express opinions so that everyone on campus can log in and everyone can express their views and opinions. Third, the construction of a higher ideological and theoretical literacy of the construction of the work

force, training higher vocational colleges network ideological work personnel, to build a professional Marxist propaganda team, with Marxist classics to solve the difficult problems of life.

3.2 Counselors should make microscopic efforts to improve their ability to work

To improve the level of Marxist theory, the theoretical basis is that counselors in higher vocational colleges should strengthen theoretical study and research, especially the core theory of Marxism, and constantly improve their theoretical level. Guided by General Secretary important discourse on the construction of higher vocational colleges and universities, we will constantly update our ideological and theoretical knowledge, make use of the law of construction, improve our working methods, and actively apply what we have learned to our construction work. The second is to enhance the four self-confidence, enhance the sense of identity. Iron also need their own hard, counselors themselves to firm road self-confidence, theoretical self-confidence, institutional self-confidence, cultural self-confidence, education to guide students from the bottom of their hearts to identify with the four self-confidence, in daily behavior to practice the core values of socialism. Only in this way can we effectively deal with the problems encountered in our work.

To enhance the network professional skills of counselors and enhance their technical skills, one is to learn to master new media technology, especially the new media language, network language. To integrate into the development of new media technology on the network, based on mastering the existing network new media technology use, constantly update thinking, update technology, seek new in change, and seek progress in development. The second is to choose the appropriate platform to carry out the ideological work of the network. For example, WeChat, Post Bar, Yiban micro-platform, QQ group and so on are good network tools, counselors should be based on the characteristics of the students they bring, network tools use preferences, selective, targeted network ideological education work. Third, master the network language. When using network tools to communicate, the timely use of network language, it is easy to work with students to improve the quality and efficiency of communication, to achieve the effectiveness of network interaction.

To enhance the ability to use new media, enhance the media literacy of the new media era, college students almost everyone in the use of network tools, post, bar, QQ space, forums, blogs, microblogs, WeChat, Yiban micro-platform after 90 after, 00 college, students everywhere. In this situation, the first is to require counselors in vocational colleges to learn to use new media tools, use new media language, and communicate with students online in online language. Second, we should make full use of micro-blog, WeChat, QQ and other new media platforms, the traditional ideological work content offline into online students like to hear easy to accept the work content, guide students to pay attention to, retweet, like, and actively spread positive energy. Third, counselors

should regularly and irregularly log on to the campus website, post it, chat, make a voice, master the students' thoughts and ideas, and respond positively to the students' most concerns and questions.

4.CONCLUSIONS

Facing the new era, new situation, new requirements, counselors have a long way to go, in the severe domestic and foreign environment, counselors to network technology ability, network information identification ability, network discourse ability, network education ability as the focus, innovative construction of educational working methods, take the initiative, make full use of QQ, WeChat, blog, microblogging, shaking and other new media tools, and constantly improve the ability to build, and strive to create a new era of construction work.

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Regional Culture and Regional Economic Linkage Development Strategy

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Abstract: China's rapid economic growth after the reform and opening up, become the world's second largest economy, but the social, economic, resources and other regional disparities continue to highlight, forming a more serious bipolar differences. Since the reform and opening up, the overall development has been seriously constrained by the small economic aggregate, weak industrial development, low people's living standard and insufficient urbanization level. Taking traditional Chinese medicine culture as the research entry point, this paper discusses the driving effect of regional culture on regional economic development, and summarizes the strategies for the linkage development between the two, so as to further promote the balanced economic development and the inheritance of regional culture.

Key words: Regional Culture; Linkage Development; Regional Economic

1. INTRODUCTION

1.1 Economic effect of regional culture

The influence of operator quality on economic development. The quality of operators should have various connotations such as innovation, integrity, dedication, and sense of responsibility. Different regional cultural backgrounds will shape different qualities of operators, which will also have a differentiated impact on the economy. Normally, has innovation consciousness and spirit of the excellent large-scale regional culture tends to achievement operators, because this kind of regional culture will produce a suitable strength, have a dream of community development needs of the nutrients, this group from regional culture to absorb nutrients, thus forming with local characteristics, has the innovative spirit of the operator group [1-11].

1.2 Constraints on the mutual promotion of regional culture and regional economy

The negative influence of traditional regional culture. Has a long history and culture, imperial culture and Taoist culture gives a deep mark on this land, but also because of thick history and culture, can make the life of the person's psychology here tend to be slow and conservative, and the development of modern regional economic need to forge ahead of innovation consciousness, the changes of the market's sharp observation ability and decisive executive ability of policy decisions, when traditional cultural psychology cannot match the progress and speed of the economic development need, the negative influence of traditional culture and the restriction of the regional economic development is reflected.

1.3 Regional culture and regional economic linkage

development strategy

Introduce excellent entrepreneurship and combine regional culture to develop cultural industry. Some scholars have pointed out that the regional cultural system is composed of five systems: concept culture, behavior culture, industrial culture, humanistic landscape culture and natural landscape culture. Deeply influenced by the traditional Chinese farming culture, the concept culture tends to be conservative and stable, and the behavior culture shows a lack of initiative, innovation, entrepreneurial consciousness and motivation, which is very detrimental to regional economic development and regional cultural inheritance. Therefore, it is necessary to introduce the excellent entrepreneurship in Jiangsu and Zhejiang nearby and replace the traditional cultural thinking with pioneering, innovative and enterprising entrepreneurship, which requires the local government to treat the external resource elements with an open attitude, attract more investment, and develop the cultural industry in combination with the regional culture.

2. REGIONAL ECONOMY

Regional economy means that media operators make use of local social resources to meet the requirements of advertisers and audience in social information and entertainment within a specific region, which not only meets the information and entertainment needs of the public, but also enables advertisers and enterprises to obtain expected economic benefits. There are many factors affecting regional economy, the most basic of which is the background of local society and culture. Regional economy with local characteristics is the most successful economic activity, with the strongest resonance and the biggest economic benefit.

2.1 Relation between regional economy and regional culture

Media influence, an important indicator of regional economic development, is one of the important factors affecting regional economy, and its strength directly affects the scope and level of the audience. There are two kinds of parameters to measure media influence: one is the behavioral loyalty of the media of the audience (contact frequency and contact stability, etc.); Second, the audience to the media's emotional loyalty (people's psychological dependence, for media and satisfactory degree, the value of the media in people's minds component, etc.) these two kinds of indexes is the local culture and customs and so on the side of the humanities, only into the local social life, will touch the local audience real needs and business opportunities. To maintain the contact frequency and stability, it is necessary to integrate into the local society and culture.

Only in line with the trend of local culture can the contact frequency and stability be maintained. Only by understanding the local culture can we deeply understand which media communication mode and content meet the needs of the public and increase the commercial value of the regional economy.

2.2 Linkage development of regional economy and regional culture

Regional economy promotes and propagandize regional economy, media platform is the carrier of economic activities, and promoting regional media is an important means for the vertical development of regional economy. Strong social influence and multilevel media of social perception will inevitably accelerate the in-depth development of regional economy. How to enhance the social influence and social perception, only a deeper sense of social life is king, positive feelings area social culture and the humanities environment, understand the regional local related social data, such as customs, diet, dialect, customs, beliefs, and local opera, and information collection and integration, to develop a strategic measures in line with the regional culture, promote regional economic development.

The formation of regional culture is a long process, after the accumulation of time to form a unique regional characteristics, with historical accumulation, unique regional characteristics. Huizhou cultural circle, Wanjiang cultural circle and Huai River cultural circle constitute the regional culture, which embodies the spirit clearly, especially The Huizhou cultural circle, almost bearing the spirit of aggressive, pioneering, innovative, unity and other cultural characteristics. Confucianism is the mainstream ideology and culture of Huizhou culture, and it also exists in Wanjiang culture. The cultural territory of Wanjiang cultural circle is close to that of modern Wanjiang economic zone. The open spirit and water culture are the characteristics of ancient Wanjiang cultural circle. The cultural circle of Huaihe River is located at the intersection of geographical position, which produces various cultural exchanges and collisions. Therefore, the culture of Huaihe River integrates the culture of central Plains and Wu and Chu, and gradually forms the cultural circle of Huaihe River with local characteristics. Different from Huizhou culture and Wanjiang culture, Huaihe culture is dominated by Taoist thought. The difference among the three reflects the characteristics of cultural richness, diversity, diversity and so on.

Combine culture to guide regional economy, give full play to the role of regional culture as the guiding target. The combination of culture should understand the spirit, spirit has pioneering spirit, innovation and openness, unity and upward, integrity first and other spirits, these fine spiritual culture is the spiritual example of regional economy. At the same time, media influence can also integrate cultural characteristics to develop a strategic model suitable for regional economy. Only when you integrate into the spirit can you say that you integrate into the media, and the loyalty of the media will be greatly enhanced. Another example is the use of traditional

culture as the basis, such as opera, cultural festival, history museum and other traditional culture, integration of regional economic management, increase its added value, increase the scope of the audience, increase the value of the media in people's hearts, so as to achieve the purpose of enhancing the influence of the media, and promote the development of regional economy. After in-depth understanding of culture, comprehensive evaluation of which mode of communication and content is more suitable for the regional economy, more able to play the role of the media, and maximize economic benefits.

2.3 Linkage between traditional regional economy and regional culture

Traditional regional media, including newspapers, TELEVISION, radio, and other traditional means of communication, have a huge audience base, easy to be accepted by the public, and generate huge regional economic influence, often leading new fashion, new trend. The increase of media's influence is usually proportional to the responsibility it shoulders. Correct and appropriate awareness leads to promote the development of social economy, while wrong and unconformable awareness leads to hinder the development of social economy. Therefore, social culture and ideological education should be strengthened to ensure the correct development of regional economy. Regional social culture can play a direct role in regional economic activities, so that the regional economy with local characteristics. Regional economy with local characteristics is more likely to be popular and accepted by the public. Increasing contact frequency and emotional loyalty are crucial links. Integrating regional economy with local colors will enhance media influence, and combining it with social culture is the fundamental way and method. For example, opera is a cultural treasure. Combining with traditional media can serve as one of the breakthrough points of regional economy and improve the overall standard of traditional regional economy. In addition, the traditional regional economy is the most mature, the most representative, the most typical regional media types, and the huizhou culture has the same characteristics of huizhou culture is a typical Confucian culture and traditional regional economy also should have this spirit of pragmatic, combined with the regional social and cultural essence, stand in the forefront of regional economic situation, comprehensive utilization of the traditional media, deepen the reform and the rapid development of regional economy. In addition, the corporate culture of the local enterprises is one of the branches of social culture. Local enterprises should give play to their own corporate culture combined with traditional media carriers, create their own brand effect, and promote the growth of their own economic benefits.

2.4 Linkage between network regional economy and regional culture

Network media is the most popular network carrier at present. The extensive application of WeChat platform and the explosion of WeChat users make network media see new growth points and opportunities of regional

economy. The development of regional economy adheres to the spirit of exploration, innovation, compatibility and inclusion in culture, so that the combination of network media and traditional media can form a linkage effect under the catalysis of social culture, promote the positive development of regional economy, and produce huge economic benefits. The cultural carrier not only promotes the regional economy, but also hinders it, so the essence should be taken to avoid the influence of impeding factors. We should combine the actual situation, choose the right way of media and ways to avoid these undesirable factors. Regional economic operators should actively learning spirit, enhance their spiritual construction, with the spirit as a source of spiritual power, develop new markets, new areas, new technology innovation, a new model, the social culture into the regional economy, the regional economic core competitiveness, to strengthen regional network use network media customers, more wide platform, such as the transmission speed advantage, fusion of spirit culture, actively promote the development of regional economy fast and steady. WeChat platform derived products is various, more flexible payment and secure payment platform, powerful operators and to break the constraints of distance and store business model and abnormal network trade prosperity, the appearance of wechat business conform to the trend of development, timely and regional social culture will be more close to public life, and can realize the public's demand, to seize business opportunities.

3. CROSS-BORDER E-COMMERCE, MULTI-DIMENSIONAL INTERACTION BETWEEN REGIONAL ECONOMY AND REGIONAL CULTURE
Cross-border e-commerce plays down the influence of regional factors in traditional economics. How to integrate the emerging e-commerce into the local economic system is the first problem to be solved by cross-border e-commerce as a foreign customer. Regional economy is used to drive cross-border e-commerce and promote its rapid integration into the regional economy, which also creates the combination and cooperation between cross-border e-commerce and regional economy. This is echoed by the activating function of culture on economy. Social culture can use its own advantages to stimulate and develop regional economy, especially cross-border e-commerce. Culture ACTS on economy, and the conductor medium is regional economy. The culture of political economy and the economy of culture are the typical characteristics of today's social development. Culture can provide impetus and help for regional economic development on multiple levels, and the stimulating function of social culture on economy has been paid attention to by people. The competitiveness of a local region depends on its cultural resources, cultural atmosphere, and cultural level. In society there is a transition between regional culture and regional economy and buffer region is medium and the regional economic activities, many provinces and cities cultural province, put forward the slogan of the municipality cultural, as a big cultural province, completely can make use of the

advantages of its own cultural resources are rich, by acting on the regional economy, thus stimulating the regional economic development, achieve the purpose of promoting economic development. Specific forms and practices such as: can we regularly organize various cultural festival, morally, to realize the cultural impetus economic strategy, cross-border electricity involved, at the same time use the propaganda and the local regional economic driving force, to establish a culture plays, act in an opera in economy mode, conscious use of regional economy the pedals, cross-border electricity, regional economy and social cultural linkage, common development situation for the better.

3.1 Effects of regional economic and regional cultural linkage development

Media influence is undoubtedly the core and important link of regional economy. Media influence economy is the essential attribute of regional economy, so enhancing media influence is the most effective way to develop regional media economy. Experts believe that the mechanism of media influence economy has three links. The first is the contact link, which is to pool the attention resources of the public with its scale and characteristics. The second part is maintenance, which is to build the emotional and behavioral loyalty of the audience. The third step is the promotion step, selecting the group with the most social action power, the social mainstream group, occupying the commanding height of the market and other priorities to develop their own media products. Social culture resources can be optimized the three links, social and cultural resources reflects the audience preferences, customs and spiritual culture, social customs, etc., the contact frequency, behavior and emotional loyalty, at the same time also reflects the social mainstream social and cultural resources and market high ground as well as the characteristics of the two most dynamic line groups. The linkage development of the two promotes the high development of social culture and speeds up the development of regional economy.

4. CONCLUSION

Led to the regional economic development of regional economy in social and cultural background to form the new growth point of economic benefits, it not only reduces the operating costs, from the aspects of equipment and channel stimulation to the regional economic of social culture comprehensively from the aspects of travel time and scale to achieve the attention of exponential growth, and social culture led to the fast development of regional economy, make cross-border electricity quickly into the area of social culture, to achieve economic growth. In addition, the traditional regional economy is closely combined with enterprises in the region, adhering to the local social spirit and culture, with pioneering and innovative spirit, inclusive attitude, to promote the rapid and good development of regional economy. Contribute to the regional economy, realize the interactive development of social culture and regional economy, and further realize cross-border e-commerce, regional economy, and regional social culture.

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On the Practice of Moral Education Curriculum in Secondary Vocational Schools Based on Chinese Traditional Culture

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Abstract: Chinese traditional culture is an important resource of moral education, which is shining with rich light of moral education. The thought of self-cultivation, moral character and the unity of nature and man, which has always been paid attention to and emphasized, is still of distinct guiding significance to the implementation of moral education curriculum. In the process of moral education teaching for students, secondary vocational schools should pay attention to and strengthen the absorption of nutrients from excellent traditional culture, realize the effective connection between excellent traditional culture and moral education, and strive to improve the actual effect of moral education.

Keywords: Secondary vocational school; Chinese traditional culture; Moral education curriculum; Practice

1. INTRODUCTION

The traditional Chinese culture with Confucian culture as its core has always stressed "benevolence", "people-oriented", "honesty", "justice" and "Great Harmony", which is in accordance with the connotation and value pursuit of modern moral education. As the role of moral education in modern teaching is further valued and highlighted, the call and practical exploration of bringing Chinese traditional culture into the implementation of moral education curriculum is gradually enriched [1]. In the process of moral education in secondary vocational schools, we should focus on the factors of moral education in traditional Chinese culture, constantly enrich the content of moral education, improve the effectiveness of moral education, and promote the implementation quality of moral education curriculum in secondary vocational schools.

2. NECESSITY ANALYSIS OF MORAL EDUCATION CURRICULUM BASED ON CHINESE TRADITIONAL CULTURE

It is of great significance to integrate Chinese traditional culture into the moral education curriculum of secondary vocational schools to improve the effectiveness of moral education

2.1 It helps to enhance students' cultural self-confidence
In today's world, culture has increasingly become an important source of national cohesion and creativity, and an important support for comprehensive national strength and economic and social development [2]. As a new generation of teenagers, secondary vocational school students are growing up in the era of peace. Their material life is rich, and the diversity and difference of their

ideological activities are increasing day by day. They are lack of understanding and recognition of national spirit and excellent traditional culture. They actively draw nutrition from traditional culture, and some students are greedy for pleasure due to the influence of network unhealthy thoughts the national and national consciousness is indifferent. The goal of school moral education is to help students to inspire national spirit and enhance cultural self-confidence through the edification of moral education content. There are rich cultural connotations in traditional Chinese culture. Moral education curriculum is to pay attention to the continuation of historical context, strengthen national spirit, enhance cultural identity, help them understand and understand the excellent traditional Chinese culture, and enhance their cultural identity Cultural confidence.

2.2 It helps to cultivate students' moral quality

The fundamental purpose of education is to cultivate morality and cultivate people. The important goal of moral education curriculum in secondary schools is to cultivate students' good moral quality. Therefore, the cultivation of students' morality occupies the core and leading position in this process. The core core of Chinese traditional culture is to carry out the basic task of moral education The key courses must be rooted in the excellent traditional Chinese culture, and the connotation and essence of the traditional culture must be deeply excavated. For example, the essence of the traditional culture should be learned from "the gentleman carries things with great virtue" and "benevolence, righteousness, courtesy, wisdom and faith", to cultivate students' good moral quality.

3. PRACTICAL RESEARCH ON MORAL EDUCATION CURRICULUM BASED ON CHINESE TRADITIONAL CULTURE IN SECONDARY VOCATIONAL SCHOOLS

The practice and exploration of moral education curriculum in secondary vocational schools based on Chinese traditional culture requires teachers to give full play to the leading role in this process, make efforts to excavate and make good use of traditional culture, organically combine traditional culture with moral education curriculum content, and practically start with "three efforts" to continuously enhance the affinity, appeal and pertinence of moral education curriculum in secondary vocational schools.

3.1 Focus on accurate excavation

The premise and foundation of moral education

curriculum practice in secondary vocational schools based on traditional Chinese culture is to accurately excavate the moral education factors in traditional culture [3]. In the long history of 5000 years, the Chinese nation has bred extensive and profound traditional culture, which can be used as moral education teaching resources in secondary vocational schools. It is an important carrier for secondary vocational schools to further enrich the content of moral education in the new era. What teachers need to do is to accurately excavate and comprehensively grasp the excellent traditional Chinese cultural resources. According to the requirements of the moral education curriculum outline of secondary vocational schools, we should make accurate excavation and organic integration, endow excellent traditional culture with modern expression, constantly enrich and enrich the moral education teaching resource library of secondary vocational schools, and enhance its educational connotation.

3.2 Focus on scientific combination

Scientific integration is an important part of moral education curriculum practice based on Chinese traditional culture in secondary vocational schools. To do a good job in scientific integration requires teachers to take root in the teaching process of excellent traditional culture on the basis of accurate excavation of Chinese traditional culture in the early stage, fully combining the moral education syllabus of secondary vocational schools and the actual moral development of students in secondary vocational schools. The teaching is outstanding and fully used. In this process, teachers should pay special attention to excavate the spirit of the times and the pursuit of the times value contained in the excellent traditional culture, integrate the value guidance into the cultural edification of students, and constantly guide students to establish a scientific world outlook, outlook on life and values.

3.3 Focus on effective application

Chinese excellent traditional culture is the spiritual lifeline of the Chinese nation [4]. The practice of moral education curriculum based on Chinese traditional culture in secondary vocational schools is to organically integrate the ideological value of Chinese excellent traditional culture into secondary vocational schools, so as to give full play to its local function and value of moral education. In the process of moral education for students by using the excellent traditional Chinese culture, teachers should focus on the concepts, characters and various deeds in traditional culture as the breakthrough point to carry out moral education for students from point to area and with reasonable grounds. For example, when educating students with patriotic spirit, teachers can use the example of modern national hero Lin Zexu. In the anti

smoking struggle led by Wen Linzexu, the heroism of fearing the powerful enemy, safeguarding national independence and national dignity, and feeling his patriotic character and integrity of serving the people all his life, being honest and upright in public service, pursuing the interests of the country's life and death, and avoiding the trend because of misfortunes and blessings. In this process, teachers should strive to use the advanced figures and deeds of traditional culture as the breakthrough point, so as to truly achieve moral education. In the course, we can convince people with reason, move people with emotion and move people with ambition, and then let students have emotional resonance in the silent moistening, and realize the sublimation of value concept.

4. CONCLUSION

In a word, the excellent traditional Chinese culture provides an effective carrier for the practical exploration of moral education curriculum based on Chinese traditional culture in secondary vocational schools, and also puts forward higher requirements. In this process, teachers should dig into the rich moral education materials contained in traditional Chinese culture, and insist on accurate excavation, scientific combination and effective operation. With, strive to effectively improve the effectiveness of moral education curriculum in secondary vocational schools in the new period, cultivate students' good character, let moral education curriculum become an important channel to spread Chinese excellent traditional culture, and guide secondary vocational school students to continuously cultivate excellent character.

ACKNOWLEDGEMENTS

A Practical Study on the Construction of the Characteristic Course of Moral Education in secondary Vocational Schools.

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The Analysis of Liability of Credit Rating Agencies for Their Rating Decisions

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Abstract: Accountability of credit rating agencies (CRA) is concerned pervasively in the securities market, because of the significant effect of rating decision from CRA. Moreover, the misconduct from CRA on credit rating can launch a collapse toward capital market, especially towards investors. Therefore, the function and operation module of CRA will be illustrated. Then, four basic elements will be explicated for advising reasonable liability towards CRA on rating decision.

Keywords: Credit rating agencies; Rating decision; Liability; Securities market

1. INTRODUCTION

The liability of credit rating agencies assumed importance and attention increasingly in the securities market. In global financial crisis, a collapse in bond markets impacted the capacity and effectiveness of CRA to give a rate towards companies, because based on the reliance of rating given by CRA, the huge number of investors experienced tremendous loss and damage. Worse, the loss of trust and confidence for a rate or a rating agency will reduce the stability in capital markets. Thus, regulating CRA restrictively is a urgent strategies after financial crisis involving relevant and proper liability. Moreover, during daily operations in capital market, fraudulence or negligence from rating companies' performance is explicit misconduct towards investors result in losses. The statement is indicated to appeal more accountability burdened on CRA to progress their rating assessment. Due to the relationship amongst CRA, investors, regulators and issuers, extensive problems are unraveled in credit rating regulation regimes. Therefore, reasons in relation to private protection, regulatory adjustment and public consideration will be construed to impose reasonable and enforceable accountability towards CRA [1-13].

In this essay, firstly, it will illustrate the basic understanding about credit rating and credit rating agencies, in order to indicating CRA's special and essential role in capital market. Subsequently, the process of rating will be illustrated, which is regarded as the basis to connect market participants, especially for investors, issuers, and regulators or bank. Then, based on this relationship and its existed and potential problems, four fundamental and significant reasons will be indicated to explain and entrench accountability of CRA, and more advance could be achieved in credit rating regulation based on different regulatory models. Consequently, the essay will conclude these reasons to animate CRA are more liable for their decisions and give some advice towards credit rating regulation.

2. THE FUNCTION AND ROLE OF CREDIT RATING AGENCIES

The functions of CRA is the basis to assess their responsibility in capital and security market. Firstly, the definition of credit ratings has been stated as 'an option regarding the creditworthiness of an entity, a credit commitment, a debt or debt-like security or an issuer of such obligations, expressed using an established and defined ranking system' by Technical Committee of International Organisation Securities Commission (IOSCO). And the credit rating exerts significant effect towards capital market engaging different participants with two sides information, including quantitative and qualitative information. As a main participant, the rating providers, CRAs, need to follow the code of rating conduct under IOSCO to serve securities transactions and investment. Therefore, the function and mission of CRA are explicit to be acquired from regulators, investors, and information publishers.

Credit rating agencies are companies to assign credit ratings 'which rate a debtor's ability to pay back debt by making timely interest payments and the likelihood of default.' The operations of CRA are to consult, research and providing advice towards capital market participants to decide their investments. It is important that CRA play a fundamental role in the growth of international financial markets and affect constantly the investment decision making. Through indicating clear, accurate and internationalised rating standards of the risk of default, CRA is crucial to present incentives of investments at an international level. Due to this intuitive and simple credit rating for companies, CRA assist investors to be able for analysing financial risks of those securities, by providing convenience towards investors by standardising securities. Moreover, for corporations, the rating provided by CRA is also a simple standard for themselves to obtain reputation and interest in the capital market from investment. A reasonable and desirable rating for corporate performance is also significant reference for benefiting backwards to companies, and it would be deemed as a more economical and affordable way for self-promotion. Further, this rating system is 'proved reasonably reliable and enabled investors to hold a diversified portfolio', through a simple linear rating scale. For the security market regulators, such as financial department of the government, the rating of corporate performance is also a standards for regulators to adopt relevant strategies towards information publishers. In addition, there are more than 150 credit rating agencies in the world, but only three of them dominate the market: Moody's (established in 1909 to rate US railway bonds),

Standard & Poor (established in 1919 and 1922 and merged in 1941), and Fitch (established in 1921). With the expansion of financial markets, CRA also exploit overseas markets and provided more global ratings. Thus, especially the three major credit rating agencies, CRA has an increasing impact towards domestic and global financial market.

Generally, based on the announcement of Bank of England, scholars illustrate three basic function remained in the rating system, including: (1) CRA can help mitigate the fundamental information asymmetry in capital markets between investors and firms seeking external financing; (2) Ratings can be a useful mechanism to solve some principal-agent problems; and (3) Ratings can be used to solve collective action problems between dispersed bond investors. And due to functions and the role of CRA, the connection amongst investors, regulators and corporations has been established in the capital market. Otherwise, the extent of accountability can be assessed during these relationships in market participants.

3. THE OPERATION MODELS OF CRA IN RELATION TO OTHER MARKET PARTICIPANTS

According to the difference of regions, the rating process of CRA would be adopted differently. However, the basic standards of rating operation is also consented within CRA to establish a code of conduct of credit rating. Additionally, 'Some CRAs follow a process whereby analysts form an assessment based on quantitative and qualitative indicators and then report this assessment to a rating committee that decides on a final rating,' which is stated as a traditional and standard model. However, some of them will employ just mainly quantitative models, where the assessment process focus upon the information provided by issuers to get a rating. Basically, before giving a rating towards participants, CRA will experience five steps: (1) Majority of ratings are requested by issuers, thus the CRA will sign a contract with the issuer to provide rating assessment. (2) Then CRS will research relevant sources of information and Interact with the Issuer. (3) And analyse all relevant information. (4) Subsequently, the rating committee will be hold in CRA voting to a decision of rating, and the voting rating will be Notified towards the Issuers. (5) Finally, CRA will concern on monitoring of Ratings with adjusting ratings timely. Therefore, through the operation of the rating program, the links with other participants were established by CRA in the capital market, and credit rating impact various decisions.

In the UK, CRA exert wide range of relationship into market participants, but the main connection is operated by CRA in credit rating for establishment of multilateral influence amongst regulators, investors, issuers and themselves. According to the view of Lowry and Reisberg, they state a basic relationship amongst these four participants in three different sides. Firstly, the credit rating made by CRA is important for issuers to gain access into capital market. Since a positive rating can express certainty and benefit about investment towards investors, the issuer will be more likely to attract the

investment and obtain interest from security market. Significantly, the market participants would perceive that the CRA can rectify the asymmetry of information between issuers and investors and help issuers to reduce unnecessary cost in information disclosure. Secondly, as the main recipients of rating, investors can use rating to do more reasonable investment, avoiding the deficiency of informational resource, time and expertise in risk and fraud assessment. In addition, the reliance from investors on credit rating is also high and various ratings provide reasonable and foreseeable advice towards investors in regards to issuers' performance. Thus, credit rating is deemed as a essential and vital standards of investment decision for investors to gain returns and avoid potential risks. Thirdly, the link between CRA and bank is also set up, since the rating is positively used by bank to capital adequacy purpose based on introduction of Basel II. This mainly to address informational asymmetry between bank (lender) and companies (issuers). Therefore, it is considered that, in economic regimes, three main participants are inclined to rely on the credit rating provided by CRA to obtain interest and avoid risks. In regulatory regime, CRA's credit rating is deemed as a essential directive in the financial governance. Regulators also need the credit rating information to manage and supervise the capital market, providing a sound investment environment towards participants. Thus, the rating in the market will be regarded as the basic standards to evaluate the performance of issuers and to intervene into the capital market.

4. MORE ACCOUNTABILITY IMPOSED TOWARDS CRA

According to the relationship in the market participants, it is noticed that issuers, investors and bank all present extensive reliance on credit rating in the capital market to make relevant decision. Nevertheless, based on these reliance, CRA can access into market and obtain various benefit from issuers for rating providing, because in the market, majority of investors do not have enough time and expertise to read various corporate business review and come up with reasonable risk assessments, hence, they will rely on ratings. Significantly, as a result of requirement of issuers to get a positive and desirable rating, the CRA would be partial to fulfill demand of issuers to obtain more reward and potential cooperation afterwards and is lack of independence. Otherwise, under the reliance from bank or regulators, it is difficult that the CRA will be regulated independently and strictly. Worse, due to the core role in the capital market within participants, the preference of interest, failure in downgrade of rating timely and underestimating the risks in rating system, all boost more concerns and uncertainties in the capital market, even cause financial crisis argued by some analysts. It is considered that the extent of liability of CRA need to be adjusted, pushing CRA to be more accountable for its credit rating assessment and the reasons thereunder need to be considered to evaluate liability of CRA.

4.1 To protect investors

Firstly, the main purpose to regulate CRA is to protect

investors. Due to the reliance from investors on credit rating, the fraud or misleading rating disclosure will lead to losses towards investors, even causing more severe damage during financial crisis. Since the effect of credit rating on financial market, as the provider, CAR need to be more accountable for their rating assessment, especially for investors who rely on it. However, the fact is that the deficiency of regulations and legislation will result in a escape from their accountability on misstatement in credit rating. Therefore, governments and court provide models for investors to apply compensation or truthful rating disclosure. Based on the exist regulations and visible problems, CRA should be more accountable to their rating decision which effect the investors' decision with reasonable care for potential investors.

In the US, the traditional posture of liability in CRA's credit rating indicates that CRA are agencies which are similar as news or public media, to provide information towards the public basically, and should be protected by the principles of freedom of the press under the First Amendment of the US Constitution, which is the main defence for them to escape from their liability in misleading or fraud credit rating assessment. However, in order to redress this scenario, the US Court provide possibility to impose higher liability towards CRA. According to the judgment in the Abu Dhabi Commercial bank case, Judge Shira Scheindlin states that as specialised companies, the interest-oriented conduct of CRA in providing expert information toward 'selected' groups privately cannot be perceived as the public interest or public concerns under the First Amendment in the US Constitution. Thus, the court allow the investors to sue issuers to pay compensation and remedies in a result of losses due to the misleading or fraudulent credit ratings. Nevertheless, CRA also intend to avoid their accountability to defend that 'they have no direct priority of contract with the issuers' attempting to deny the fraud or misleading intention. This is the another situation where the participants appeal to continue to investigate CRA's responsibilities through basic civil litigation.

In the EU, the principle of free of press or expression cannot be applied as well to protect CRA. The consensus has been accessed within European countries consent that the credit rating is the prerequisite to place a relationship between CRA and investors. Significantly, credit rating affects regulatory eligibility for issuers, which intend to maintain a high rating and ignore the damage consequences towards investors. It is considered that CRA should be liable for their rating, and to some extent, 'they should be held accountable for their "options"'. This also provide another method to protect investor, which also can through civil litigation to gain compensation as a result of losses, based on reasonable reliance on those credit ratings. However,

In the UK, 'the English tort of negligence adopts a generally exclusionary rule towards pure economic losses' and the liability of CRA towards investors is hard to be held in the court, since it is not reasonable to impose a liability towards CRA 'in an indeterminate amount for an

indeterminate time to an indeterminate class,' stated by Cardozo CJ. According to two leading cases in the UK, firstly, in *Candler v Crane*, recipients of credit rating is deemed as potential investors and auditors' statement is hard to be defined as the direct element in investors' decisions; secondly, *Caparo* case further consents that auditors are liable for their companies rather uncertain potential investors. However, it is considered that the direct liability of CRA was excluded in the common law, but it does not mean there is no fraud and negligence in CRA. Positively, the provision also provides alternative approaches towards investor to apply compensation under the public enforcement in the UK, according to the section 90 of Financial Services and Markets Act 2000.

4.2 To reduce reliance of regulators for independent stance

Secondly, according to the different regulatory models in the US and the EU, especially after financial crisis in 2008, the public regulatory enforcement of accountability in CRA has increased, which provide the basis to apply reasonable liability towards CRA. Market regulators are urgent to change this asymmetry of relation between investors and CRA, and further to use more accurate and effective credit rating for market governance, which animates CRA to be more able from their decision.

In the light of public regulations, in 2010, the US Congress passed the Dodd - Frank Wall Street Reform and Consumer Protection Act, which aims to enhance the regulation, accountability and transparency of Nationally Recognized Statistical Rating Organizations (NRSRO). For capital market governance, NRSRO consists nine credit rating agencies, which will be used for certain regulatory purposes by the US Securities and Exchange Commission (SEC). Therefore, it is visible that the US tend to increase deterrent intervene and surveillance, enforcing reasonable liability to CRA's misstatement on credit rating. In governmental regulation, the Office of Credit Ratings (OCR) was formed as a new department within the SEC to 'protect investors, facilitate capital formation, and maintain fair, orderly, and efficient markets'. Based on the establishment of regulatory department, the CRA will be enforced to take more liability on their rating conduct, and it is possible for governments to regulate capital market more effectively. In the EU, the regulators recognise that using the credit rating excessively in the capital market governance will cause potential severe financial consequences. Basically, according to the statement in Joint Forum, the credit rating generally is adopted in legislation, regulation and supervised policy by public authorities. Credit ratings are adopted to: determine capital requirements; identify or classify assets; provide a credible evaluation of the credit risk associated with assets purchased as part of a securitisation offering or a covered bond offering; determine disclosure requirements; and to determine prospectus eligibility. it is complicated for regulators to present a independent or neutral stance towards CRA. In regards to this, The EU model is inclined to provide a independent way to regulate CRA and bring them into the compliance of law to take relevant accountability. Thus,

the legislation is to reduce the reliance on credit rating in regulation regimes. Regulators divide credit rating into two sides under separate regulations: internally generated ratings and the use of external rating. Cooperation in these two sides, EU intend to establish its own independent divisions adopting internally generated ratings to regulate CRA, even re-rate CRA, and capital market. In addition, External Credit Assessment Institutions (ECAIs) was established and authorised as a supervisor towards CRA's rating assessment, which exert a reasonable and independent adoption of CRA's rating in legislation or regulation regarded as a supplement for scarcity of statistical data for securitised products. Moreover, inside of EU, the discretion also is authorised to its member states deciding independently whether to use ECAIs analysis. Therefore, within European countries, more regulations are appealed to be introduced and used, pushing CRA to be more countable for their credit rating which will affect public regulation and private investment.

4.3 To protect issuers who are also market participants

The third reason is that the credit rating provided by CRA impacts the issuers' reputation and benefit in the capital market, and the CRA would be driven by interest to publish a rating based on issuers' purpose. This is the substantial reason that why the CRA would be inclined to provide a fraud or misleading credit rating towards market, whilst this is a forceful reason that why the higher and more strict liability need to be employed to regulate CRA. In the UK, three basic conditions has been indicated by the House of Lord based on the Caparo case to judge the relationship and liability within claimants and defendants: (1) Harm must be a 'reasonably foreseeable' result of the defendant's conduct; (2) A relationship of 'proximity' between the defendant and the claimant; and (3) it must be 'fair, just and reasonable' to impose liability. This is more explicit to clarify CRA's accountability towards issuers based on their contract. However, issuers and CRA would cooperate with each other to avoid relevant liability, due to pursuing each interest based on their contract. Therefore, whether wider liability also can be imposed for CRA, apart from contract basis, as a result of fraudulent and misleading rating.

In order to regulating CRA and clarify the extent of liability on credit rating, for instance, in the EU, Regulation (EU) No 462/2013 (CRA 3) was published in the Official Journal. CRA 3 provides various regulations towards rating agencies, and two of them are essential: 'the mandatory rotation of rating agencies for resecuritisations; and a new civil cause of action against rating agencies in favour of investors and issuers for breaches of the CRA Regulation.' The importance of CRA 3 is to confirm that an issuer sue CRA for compensation, apart from contractual obligation, under Article 35a for infringements of the CRA Regulation where it 'establishes that it or its financial instruments are covered by that credit rating and the infringement was not caused by misleading and inaccurate information provided by the issuer to the credit rating agency, directly or through information publicly available'. Therefore,

based on the consideration of issuers, CRA should also take more accountability on credit rating, not only on the contract, but also other laws and regulations.

4.4 For public consideration

Based on consideration of the public interest, CRA need to be more accountable for their rating decision towards public recipients. Providing credit ratings from CRA to the public in the capital market is free of charge, especially for investors which can access majority of ratings without any payment. Thus, the credit rating would be deemed as a public good by regulators. Moreover, due to the mutual-reliable relationship amongst CRA, investors, regulators, issuers and lenders, promoting to disclose timely, accurate and true crediting ratings benefits not only investors who rely on them, but also other market participants, such as bank or other companies. Significantly, a sound system in credit rating regulating can exert positive influence towards capital market, even promote economic development possibly. Moreover, considering public interest, CRA is also accountable for their slow adjusting in rating to reflect the current scenario in the market. This can exert uncertainties and instabilities towards risks assessment and profit forecast for all participants, even further impact economy. Additionally, the public interest is considered by regulators precisely in the light of financial crimes, which will endanger capital market significantly. Thus, in this situation, CRA should be more able for their offences for protection of public interest.

5.CONCLUSION

In capital market, the relationship amongst investors, issuers, regulators and CRA indicate that market participants rely on credit rating, contrarily, which also exert significant effect towards capital market. Moreover, based on the effect and reliance of CRA, especially Moody's, Standard & Poor and Fitch, credit rating exposes its importance towards capital market, to assess risk, evaluate issuers' performance and forecast profits. However, due to the important role of CRA in capital market, several problems are also discovered: fraud or misleading rating disclosure to fulfill issuers' demands towards high ratings; over-reliance of crediting from investor; generally adopted in regulation with CRA's credit rating; and slow adjusting of rating causing informational asymmetry between investors and issuers. Therefore, reasons, in public and private realms, need to be indicate to impose more liability towards CRA on their rating decisions, to protect investors, reduce the reliance, increase independence of regulators and CRA, to protect issuers and the public interest. Generally, a effective regulatory system is urgent to be used for CRA regulation, for safety, stability and development in financial market. Significantly, the extent of liability also needs to be analysed basically, Lowry and Reisberg state that expanding the CRA's responsibilities blindly and constantly may lead to increase of costs for CRA's rating services, so that many rating agencies will exit capital markets. This would cause negative situations where investors have no enough ratings as a reference for their investment, and they will choose other methods to assess

risks and returns with higher costs. In addition, another feature needs to be considered in the development of regulation of CRA. The rating system can be used in separate versions: based on the EU model (ECAIs), the public rating also would be provided by regulators or governmental authorities, coordinating and cooperating with private rating disclosed by CRA, thus, the CRA's credit rating is not a only option for investors which can compare and rely on different rating resources. Generally, it is reasonable that not only CRA should to be more accountable for their credit rating, but also the effective and independent regulation is also vital to promote development of capital market.

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Application Of "Flipped Classroom" Mode in Music Teaching in Colleges and Universities

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Abstract: Under the background of rapid social development, China has entered the information age. In the information age, various modern technologies have a wide range of application space, including teaching work is no exception. Flipped classroom teaching mode is a modern teaching method based on information technology. It is of practical significance to use the flipped classroom teaching mode reasonably in college music teaching. It can change the traditional teaching form, display various teaching contents in a more intuitive and comprehensive form, reflect the dominant position of students, break through the original fixed teaching form, and make students complete Show yourself face to face and give full play to subjective initiative. Therefore, this paper will focus on the application of flipped classroom model in college music teaching as the theme to carry out the analysis, through a detailed understanding of the value of using the flipped classroom model in college music teaching, and then put forward the feasible countermeasures to promote the use of flipped classroom mode in college music teaching.

Key words: Flipped classroom mode; Music teaching in Colleges and universities; Application

1. BASED ON THE FLIPPED CLASSROOM MUSIC TEACHING IN COLLEGES AND UNIVERSITIES SHOULD REASONABLY MAKE COURSEWARE

In the music teaching of colleges and universities, teachers should pay attention to the preparation work before the actual teaching if they want to make use of the advantages of flipped classroom course mode. This is the key to determine the application advantages of flipped classroom mode, and teachers should also have certain teaching video courseware production ability to promote the effective development of various work Exhibition, according to the teaching content, teaching objectives, students' personalized needs, interests to produce targeted teaching content, so that students can deepen the understanding and understanding of key knowledge when watching, and improve learning efficiency. When making courseware, it is required that the content of the courseware should be clear, and the questions should be asked in accordance with the principle of gradual progress from the shallow to the deep, and appropriate interspersed with exercises, so that students can watch and think, ensure that their thinking is always in an active state, and improve their autonomous learning ability. For example, when the teacher is explaining the "Blue Danube" to the students, the teacher should make the courseware according to the teaching focus of this lesson and the personalized needs of the students. Among them,

the courseware includes prelude, hygiene, five waltzes and other key parts, so as to strengthen the guidance of students, and be able to watch and learn carefully. For example, in the video courseware, the teacher should be good at guiding students to strengthen their thinking, give full play to their imagination, and deeply experience the tremor of violin playing with broken bow in a major, so as to ensure that students can have resonance with the scene on the Danube while strengthening their feelings. For another example, when teachers guide students to learn the content of "notes and rest", teachers should pay attention to integrating vivid pictures or animations into the designed video courseware to help students deepen their memory and understanding of more abstract and systematic contents. For example, in order to let students accurately understand the difference between the two-way rest and the full rest, teachers can adopt the method The expression of "full stop is like hanging on the line and swinging on the swing, while the two-way rest is like lying on the line for rest" to let students understand the memory vividly, so as to improve the teaching effect and play the application advantages of flipped classroom mode in music teaching in Colleges and universities [1].

2. FOR THE MUSIC TEACHING BASED ON FLIPPED CLASSROOM, WE SHOULD PAY ATTENTION TO THE EXPLORATION OF COOPERATIVE LEARNING

The direct embodiment of flipped classroom teaching mode is to enable students to play their own dominant position and fully show their values and advantages. Therefore, teachers should pay attention to cooperative learning for students, so that students should strengthen communication and inspire thinking in cooperative learning. In the past music teaching in Colleges and universities, teachers will use the means of indoctrination and cramming to carry out teaching. Under this teaching background, students are in a passive learning state, and it is difficult to communicate with teachers, so as to achieve the ideal teaching effect. Cooperative learning will put forward specific questions for students, arrange specific tasks, let students study and discuss together in groups, and solve key and difficult points. After the completion of grouping, teachers should strengthen the guidance of each group to study and discuss according to the problems existing in their own preview, and require each group to send a representative to record and state the discussion results, so as to improve the quality of music teaching in Colleges and universities through the use of cooperative learning, and give full play to the utilization advantages of the flipped classroom mode. For example, when the teacher is explaining the content of "a brief

history of music and appreciation of masterpieces", the teacher can first prepare courseware for the students, let them complete the independent preview, and then encourage the students to study and discuss in the group according to the problems existing in the preview, and complete the sorting and collection of various materials, such as summarizing the life experience and work style of famous composers, so as to realize learning. In this process, teachers should pay attention to observe students, summarize and sort out the difficult problems that each group still can't deal with, and communicate with the student group [2].

3. RESEARCH ON THE IMPLEMENTATION OF TEACHING EVALUATION IN MUSIC TEACHING BASED ON FLIPPED CLASSROOM

It is of practical significance to use flipped classroom in music teaching in Colleges and universities. It can promote the integration of basic music teaching and music technology operation training, and enable students to reasonably use the theoretical knowledge they have mastered in practical operation, so as to improve their practical ability and problem-solving ability. Moreover, the application of flipped classroom teaching mode will meet the requirements of the new curriculum reform, change the traditional teaching form, and reflect the dominant position of students [3].

Based on the flipped classroom, music teaching in Colleges and universities should carry out professional evaluation. After completing the teaching link, it does not mean the end of teaching. Teachers should carry out after-school evaluation according to the whole teaching process, or encourage students to make self-evaluation and mutual evaluation, so as to master the actual teaching effect of flipped classroom and understand the weak links of students. In this process, students can also learn from each other, experience, feelings, to provide security for the follow-up work. For example, in the teaching, teachers should actively guide students to carry out demonstration singing in the classroom, and then carry out targeted comments, and put forward optimization suggestions to ensure that the use of evaluation can improve students' learning efficiency in the subtle process. Moreover, when introducing the flipped classroom teaching mode, teachers should provide more time and space for students to carry out autonomous learning as far as possible. Only in this way can we achieve the ideal

learning effect and promote the orderly development of music teaching in Colleges and Universities Based on the flipped classroom.

In addition, teachers should release the produced teaching videos on the school's network platform, so that students can download and watch in their spare time, get rid of the limitations of traditional classroom, and implement fragmented learning and mobile learning. Create QQ group, communication group, etc., let students deal with problems together in various discussion groups [4].

4. CONCLUSION

Through the analysis of the above problems, we are fully aware of the importance of using flipped classroom teaching mode in college music teaching. Flipped classroom teaching mode is essentially different from the traditional teaching methods. It has advantages, professionalism, rationality and interest, and is deeply loved by teachers and students. Therefore, it has a wide application space in music education in Colleges and universities. In order to promote the orderly development of music teaching in Colleges and Universities Based on the flipped classroom teaching mode, teachers should reasonably make courseware, pay attention to cooperative learning, and carry out professional evaluation, so that students can more actively integrate into all aspects of learning, and turn passive learning into active learning, so as to promote the orderly development of college music teaching and the overall development of students Solid foundation.

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Complementation of Sports Training and Physical Education Teaching

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Abstract: Under the current education background, the education field pays more attention to the improvement of students' comprehensive quality, so the mainstream of the development of each school at this stage has gradually become an all-round development, and this teaching concept is also the most in line with the current teaching environment and social requirements. In the actual teaching process, it is necessary to combine sports training with physical education to realize the synchronization of theory and practice, to improve the quality of physical education at this stage. This is also the main teaching goal of physical education teachers. In the process of continuous development of learning, attention should be paid to this problem. Therefore, this paper mainly analyzes the current basis of physical education teaching, and on this basis discusses the complementary relationship between sports training and physical education teaching.

Keywords: Sports training; Physical education teaching; Complementary relationship

1. INTRODUCTION

Sports training is included in sports activities, is the sports content for students to practice sports learning. However, in the traditional physical education teaching, more attention is paid to the theoretical nature of sports, which does not really realize the complementarity between the two. In the current stage of physical education teaching, the relevant educators need to fully realize the importance and complementary relationship between the two, and make reasonable arrangements in the teaching process to improve the teaching quality of physical education courses. This paper mainly analyzes and discusses the rationality of the two complementation in the teaching process, to improve the teaching quality of physical education at this stage and promote the teaching quality and sustainable development of physical education.

2. DEFINITION OF RELATED CONCEPTS

Sports training belongs to practical teaching. In the teaching process, teachers guide students to carry out targeted training according to the actual situation of students, which can not only improve students' learning initiative, but also greatly improve students' sports level in this process. In the actual sports process, teachers need to pay attention to the students' physiological and psychological state in the process, and take targeted sports training methods according to the actual physiological and psychological situation of students. In the teaching process, teachers need to carry out a variety of training methods according to the differences between students, so as to improve students' sports ability. Sports

training is the main way to test the teaching theory. Teachers need to correctly understand its concept, combine theory with practice in the teaching process, and realize scientific sports training[1].

In the context of the current new curriculum reform, physical education teaching has become an important subject, teachers need to improve the previous teaching methods, around the basic theoretical knowledge of sports combined with related sports teaching. In this way of teaching, not only can improve students' sports knowledge, but also can learn a lot about sports skills and rules, to ensure students' physical and mental health, but also improve students' interest in sports training.

3. THE NECESSITY OF COMPLEMENTARY SPORTS TRAINING AND PHYSICAL EDUCATION TEACHING

In the current physical education teaching, teachers need to combine sports training and physical education theory teaching, and realize the complementarity of the two can also improve the quality of current physical education. In the teaching process, it is necessary to fully mobilize the coordination of students' body and sports potential to ensure students' physical state [2]. Sports training and sports teaching complement each other to improve the quality of physical education teaching has an important role. First of all, students' physical and mental differences will have different characteristics in different age groups. Teachers need to take different teaching methods according to different characteristics of students in the teaching process. Secondly, each sports skill will have different professional skill requirements and different requirements for students. Therefore, the combination of physical education and sports training can also take reasonable teaching ideas according to different sports requirements and different age groups of students, and on this basis, it is very necessary to take corresponding training methods.

4. PROBLEMS EXISTING IN SPORTS TEACHING AND PHYSICAL EDUCATION TEACHING

4.1 Problems in sports training

In the current sports competition, in order to encourage students to work harder for physical exercise, a series of relevant policies have been issued, which to a certain extent ensure the training environment and treatment of China's sports. In this context, some coaches and students will do something against the rules. In order to ensure the training results, some coaches use the college as a training machine in the teaching process. As a result, many younger students' Sports views have changed. In the training process, they also neglect the education of their culture. Many students have appeared in this process The

phenomenon of affecting one's physical and mental health, and even more serious is the phenomenon of using illegal drugs for the sake of achievements, which leads to the damage of national and personal reputation [3].

4.2 Problems in Physical Education Teaching

In the current context of the new curriculum reform, teachers need to constantly improve their own teaching methods to achieve the development of students' personality. However, in the physical education curriculum, there are not many related work to give the correct degree of attention, so it will also lead to less understanding of sports knowledge, students will also think that sports is an unimportant subject, so they will not attach importance to the development and participation of sports activities, and thus lead to their poor physical quality. Therefore, teachers need to constantly change their teaching methods, carry out a thorough reform of physical education subjects, and constantly improve their professional quality and teaching level. At the same time, teachers in the teaching process also need to enhance the attention of students to physical education, so as to achieve the common development of students, equal communication between teachers and students, change the traditional image of teachers in students' hearts, at the same time, it also needs to change the defects in Teaching, to achieve the development of students' overall quality.

5. COMPLEMENTARY MEASURES OF SPORTS TRAINING AND PHYSICAL EDUCATION TEACHING

5.1 Reasonable customization of teaching content

Students in different age groups have different physical quality and sports ability. Teachers need to fully understand the characteristics of students and master the differences between students. In the teaching process, we need to carry out teaching with students as the main body to improve students' autonomous learning ability. And according to the differences between students to take different teaching methods, targeted according to the interests of students to carry out training teaching. And teachers also need to design different teaching links according to different sports, so that each student can play their own sports characteristics in the teaching process. Therefore, it requires teachers to fully understand the characteristics of students' learning ability and physical

quality in the teaching process, formulate teaching content in the teaching process, and carry out teaching within the scope that students can bear [4].

5.2 Innovative teaching methods

In the actual teaching process, students often feel that the sports knowledge they have learned is useless, and over time, they will be tired of learning these "useless" learning content. Therefore, in the teaching of physical education, many students do not pay attention to the study of sports theory. To solve this problem, teachers need to take certain teaching methods to change this situation and fully stimulate students' interest in learning. For example, in the teaching process, teachers can display sports video through multimedia, so that students can understand sports knowledge and rules more intuitively. For basketball related judgment, it can also be used to teach in this way, fully improve students' interest in learning, so as to better participate in the basketball game and improve the quality of physical education teaching.

6. CONCLUSION

To sum up, physical education teaching should be combined with sports training, in the teaching process, not only to improve students' sports skills, students also need to more reasonable practical application of theoretical knowledge, to achieve the development of sports at this stage.

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Analysis on The Problems and Countermeasures in The Process of Poverty Alleviation

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Abstract: Since the battle of precision poverty alleviation started, China has been implementing the village assistance system. Party organizations at all levels have successively selected many village cadres with good style and reliable quality according to the principle of accurately selecting and appointing hard people and accurately managing strong teams. Village assistance has become an important force to promote the effective implementation of targeted poverty alleviation strategy and win the battle of poverty alleviation. However, it should be noted that with the close of the precision poverty alleviation campaign and the implementation of the village assistance system, many problems have gradually exposed in practice. Therefore, it is necessary to conduct in-depth analysis of these problems to further improve the effectiveness of village assistance and help win the fight against poverty.

Key words: Village assistance; Poverty alleviation; Problems; Countermeasures

1. INTRODUCTION

Village assistance is an important initiative in the process of precision poverty alleviation in China, and is one of the effective ways to move down the poverty alleviation center and promote the precise poverty alleviation. It is an important pipeline to win the fight against poverty alleviation, implement the policy of accurate poverty alleviation to the village to the family and implement the precise "dropper". This year is the year of the year of getting rid of poverty and receiving officials. The task of poverty alleviation in various regions is still arduous. There are still some weak links and short board problems in the work of helping people in villages. In order to effectively ensure the overall completion of the poverty alleviation and key objectives, all regions must further strengthen the work of helping in villages and effectively improve the role of the village assistance in the process of accurate poverty alleviation.

2. PROBLEMS EXISTING IN THE PROCESS OF POVERTY ALLEVIATION

2.1 Insufficient working force

In the process of poverty alleviation, all localities have been able to strictly comply with the relevant requirements, constantly strengthen the support forces in the villages, urge the village assistance team and the first secretary to fight as hard as possible. Many village working teams, staff members and the first secretary eat and sleep with the masses, improve the satisfaction of the

masses with the accuracy of their work, and actively help the poor people solve difficult problems and introduce specialized personnel. It can be said that on the whole, the work force of helping the poor in villages is relatively sufficient. However, with the end of poverty alleviation, some localities have relaxed the construction of Assistance Forces in villages, some older and weaker cadres are still on duty, and some village helpers are not fully specialized. The effect of village assistance is affected by the fact that the post is out of work and engaged in village assistance.

2.2 Education and training are not systematic enough

Some localities still have loopholes in the education and training of village cadres and staff. The education and training is not systematic and long-term, and the front-line training is not solid enough. As a result, many village helpers have failed to publicize and implement Poverty Alleviation Policies in place, which has affected the main force role of village assistance in winning the poverty alleviation.

2.3 The work discipline is not strict enough

In fact, the village helpers and the first secretary in some places still have problems such as leaving their posts without any reason, their work style is not real, and their work is not effective. To a certain extent, there are still some problems such as "walking around" and "running from both ends" and people's lack of consciousness of mission, responsibility and military order. In practice, the role of village assistance has not been really implemented.

3. COUNTERMEASURE ANALYSIS OF STRENGTHENING THE ROLE OF VILLAGE ASSISTANCE IN THE PROCESS OF POVERTY ALLEVIATION

3.1 Further strengthen the support work in villages

At the time when the current poverty alleviation project is coming to an end, all localities must further enrich the work force of village assistance. On the premise and basis of the relatively stable original poverty alleviation, special posts and professional staff, it is necessary to make clear that the town level leaders take the lead and do a good job in the village assistance work. It is necessary to comprehensively carry out the inventory work of the existing village support forces, verify one by one, adjust and replace the personnel who are older in grade, lack of ability, untrue work style and are difficult to effectively competent in the village assistance work; for those members who fail to do the full-time post to do the work in the village, they should be strictly required to

be comprehensive with the original work unit and work content Uncoupling, timely replace those that are not fully decoupled, and strive to strengthen the support force in the village through various ways to improve the effectiveness of assistance.

3.2 Further strengthen the education and training of village assistance

The mastery of Poverty Alleviation Policies and other aspects directly affects the effectiveness of village assistance [2]. Therefore, all localities should further strengthen the education and training of village assistance. The Poverty Alleviation Office at the higher level should take the lead in formulating the annual centralized training plan for village cadres to highlight the systematicness and effectiveness of the training, and ensure that the centralized training is carried out at least once every quarter or half a year. The front-line training should be continuously strengthened and the front-line working method should be practiced. The Poverty Alleviation Office and other departments should continue to go deep into the township offices and villages to provide front-line training for village cadres To improve their working ability and ensure that the party's poverty alleviation policies can be truly implemented and effective.

3.3 Further strengthen the discipline of village assistance

The efficient and orderly development of assistance work in villages is inseparable from the guarantee and support of a strict and scientific discipline system. All localities should further strengthen the discipline of village assistance work based on the existing village assistance work discipline. A special supervision group led by superior supervision office, inspection office, Poverty Alleviation Office, Discipline Inspection Commission and other departments shall be formed to strictly implement the monthly supervision system In the process of supervision, the situation and problems of individual village support teams and individuals, such as untrue style of work, leaving the post without reason, ineffective work, etc., should be publicly reported within a certain range, and the more serious cases should be interviewed and held accountable. The application of the supervision results should be further strengthened, and the supervision results should be incorporated into the year-end assessment system of the village assistance teams, so as to further force the masses The work team and individuals in the village should improve their sense of discipline, correct their working attitude, carry out the work of village assistance in depth and in detail, and ensure the full implementation of various Poverty Alleviation Policies and measures, and continuously improve the satisfaction of the poor people.

3.4 Further compaction of village assistance

responsibilities

All localities should further compact the responsibilities of the village based assistance work. First, they should further compact the responsibilities of the "top leaders" and the leaders in charge of the dispatched units, make it clear that the dispatched units have the main leadership responsibility for the assistance work in the villages, and ensure that the investigation and guidance of the village stationed assistance work in the village is not less than once a month or quarter; the leaders in charge of the dispatched units are responsible for the village help of the units Support work has direct leadership responsibility to ensure that there are no less than two or three times a month or quarter to investigate and guide the village based assistance work. Second, we should further consolidate the responsibilities of the leaders and members of the village assistance teams, and clearly require the team leaders and team members of the village assistance team to strictly abide by the discipline of the village assistance work, continuously and deeply study the village assistance policies and knowledge, and take the overall responsibility for helping the poverty-stricken villages out of poverty and the poverty-stricken exit work. Third, we need to further consolidate the responsibility of supporting cadres, requiring them to visit a certain number of poor households every month, and take direct responsibility for the poverty alleviation of the poverty-stricken households, ensure that the responsibility is transferred to people and posts, and effectively ensure the efficient and smooth implementation of village assistance work.

4.CONCLUSION

In short, in the current poverty alleviation campaign has entered a critical period of "closing the official post and paying the bill", the local Party committees and governments must take effective measures to rectify the outstanding problems existing in different degrees in the village assistance work, effectively improve the work style of village assistance, and comprehensively enhance the accuracy and effectiveness of the assistance work in the village, so as to promote the smooth and timely realization of the goal of poverty alleviation.

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Analysis of Heat Treatment Process and Technology of Metal Materials

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Abstract: Heat treatment of metal materials is widely used in China's industry. It can make appropriate optimization and adjustment for the performance of different types of metal materials to maximize the role of metal materials, and can provide support for the further development of metal parts manufacturing and processing industry. Moreover, how to apply the heat treatment process reasonably can not only improve the performance of different types of metal materials the resistance of the related parts to corrosive substances can also make the cooling and heating of the parts normal. With the improvement of technical level, the heat treatment process of metal materials has been developed to a certain extent and more complete. This paper briefly introduces metal materials, analyzes the role of metal material heat treatment process and the application of metal materials, and explores the technology used in metal material heat treatment, hoping to promote the further development of metal material heat treatment process and meet the development needs of the industry.

Key words: Metal heat treatment; Process; Technology; Analysis

1. INTRODUCTION

In order to apply the metal materials scientifically and reasonably and make them play a maximum role, it is necessary to use the heat treatment process to optimize the performance of metal materials. Therefore, it is necessary to pay full attention to the heat treatment process of metal materials, improve its technical level, make related work more efficient, and create more economic benefits for metal material heat treatment enterprises.

2. METAL MATERIALS

2.1 Multi pass

The types of metal materials are rich and diverse. By comparing different metal materials, it can be found that porous metal materials are not only widely used, but also more easily accepted by people. This is mainly due to the strong permeability of this metal material. In the process of production and processing, if this metal material is applied, it can not only adjust the hole spacing properly, but also will not be constrained by the metal diameter, which can meet the requirements of various types of metal materials for hole spacing. In addition, porous metal materials have strong resistance to corrosion, and can withstand high temperature and strength. These characteristics show the excellent performance of porous metal materials. Its advantages are obvious when it is applied to heat dissipation devices and electromagnetic facilities [1].

2.2 Nanotype

Nano metal materials are relatively novel, and they can be used as catalysts to optimize the physical properties of metal materials without changing the original properties of metals, to improve their physical properties. In addition, the defense ability of this metal material is excellent and its usability is relatively strong. From the analysis of the current situation, we can find that the characteristics of nano metal materials are more obvious.

3. FUNCTION OF HEAT TREATMENT PROCESS OF METAL MATERIALS

3.1 It can change the original properties of metal materials

For the analysis of the metal material processing of enterprises, we can find that although in the traditional industrial period, China has already processed the metal materials and produced products that meet the requirements, but in this process, the quality of metal materials is not guaranteed, which leads to the poor stability and service life of the processed parts Short life, easy to use in the process of problems. If the heat treatment process is used, the performance of metal materials can be optimized and adjusted, the service life of metal materials can be extended, and the state of parts can be more stable. For example, some metal materials have not been properly oxidized because they have been placed for a long time, resulting in some cracks and Corrosion [2].

3.2 It can reduce the processing difficulty of metal materials

In the traditional mode, for metal materials and products in production and processing, due to the metal material is relatively strong and other factors, leading to its processing difficulty, cutting work can not be carried out smoothly, causing some damage to props. The reason for these factors is that the hardness of metal materials is too high. The application of heat treatment process of metal materials can make the performance of metal materials change to a certain extent and solve the problems in time, which can not only make the metal material processing and production work more smoothly, but also ensure the quality of the metal materials produced.

4. APPLICATION SCOPE OF METAL MATERIALS

The performance of metal materials can be summarized as three points: first, durability, that is, the degree of resistance to corrosion is relatively strong. Second, fatigue. Mainly refers to the metal materials in the use of the process is likely to have some problems, hinder the normal use of metal materials. Third, hardness. It mainly refers to the degree to which metal materials can resist attacks. Metal materials have a wide range of applications.

In the following, porous metals with full functions and common applications are analyzed as typical ones

Pass metal is a common option in the application of metal materials, mainly because of its significant advantages, such as strong permeability and corrosion resistance, which can support the production of mufflers and filters, and has been applied in many industries [3].

Firstly, the permeability is one of the most obvious characteristics of porous metal materials, so it is often used in the production process of different types of filters. Moreover, porous metals can collect and isolate fixed particles, separate gas and liquid, and purify some media. Second, energy absorption is also one of the outstanding characteristics of porous metal materials, which is mainly due to the facilities and equipment in the buffer for capacity absorption, which makes the application of porous materials more common, and can be applied to automobile production and conveyor belt manufacturing. Thirdly, porous metal materials have obvious differences from other metal materials. They can carry out heat exchange and can be used in the field of heating. Moreover, the closed cell of porous metal material can isolate heat, so porous metal material is one of the main materials for manufacturing fire protection facilities [4]. Fourth, shielding electromagnetic. Porous metal materials can absorb electromagnetic, so we can use porous metal materials to make some facilities and equipment to shield electromagnetic. This is mainly due to the three-dimensional network copper in porous metal materials, which can connect different pores and improve its heat dissipation capacity.

5. HEAT TREATMENT PROCESS AND TECHNOLOGY OF METAL MATERIALS

5.1 Chemical heat treatment technology

Chemical heat treatment technology is mainly carried out with the help of chemical thin layer permeation technology. It can change the properties of metal materials, improve the hardness of metal materials to a certain extent, and in the process of reforming the metal appearance, it will not damage the processed materials, reduce the investment in processing, save costs, and create more economic benefits for enterprises. In addition, metal material chemical heat treatment technology for capital requirements is not very high, and in the application, rarely cause pollution to the surrounding environment. The main reason for this feature is that the technology only penetrates the surface of the metal and does not damage the internal structure of the metal. This technology has strong practicability and can obtain ideal application effect.

5.2 Laser heat treatment technology

Laser heat treatment technology, mainly based on laser quenching technology, uses laser to change the temperature around the metal. If the temperature reaches a certain range, it will shut down automatically. After irradiation, a thin film will appear on the metal surface, which can effectively enhance the hardness of the metal. It should be noted that there are some differences between the laser heat treatment technology and the traditional heat treatment technology, and the advantages of this

technology are obvious [5]. This is mainly because, laser heat treatment technology, the use of laser penetration ability is strong, and with the improvement of the technical level, can better control the laser intensity, for the internal transformation of metal materials, to enhance the performance of metal materials, better meet the needs of people.

5.3 Coating technology

There are many types of coating technology, but it can be summarized as superhard coating. This technology is mainly to coat the surface of metal to enhance its hardness. Usually, the common metal coatings are nanocrystals and metal derivatives. After the application of these substances, we also need to use the relevant technology for processing, in order to complete the coating work. The application of this technology in metal heat treatment process not only has the advantages of easy operation and low difficulty, but also can protect the structure of the predicted metal, which makes the metal more widely used.

5.4 Vibration technology

Vibration technology can show obvious timeliness. With the help of vibration, the original stress of metal can be changed, so that the hardness can meet the needs of use, but in this process, the shape of metal is likely to change. This technology can ensure that metal materials are in a stable state, and with the support of computer technology, scientific vibration control, which can not only reduce the probability of metal damage, but also make the metal more efficient application, avoid the occurrence of metal materials idle waste. In addition, the application of this technology can reduce the time required for heat treatment of metal materials, improve work efficiency, and has less harm to the surrounding environment, and can achieve the goal of environmental protection [6].

5.5 CAD technology

This technology has a high degree of modernization. It can take computer information technology as a foothold, use the system to carry out simulation work, and establish a model with high degree of intelligence. Avoid problems in heat treatment due to improper operation of metal materials. In addition, it can adjust and optimize different operation values from the reality to achieve the best effect. Therefore, CAD technology can reduce the probability of risk in the heat treatment of metal materials, and ensure the economic benefits of enterprises.

5.6 Vacuum heat treatment technology

Vacuum heat treatment technology, as the name implies, is to carry out heat treatment of metal materials under vacuum conditions. The application of this technology will not produce any harmful substances, can protect the surrounding environment, improve the application rate of metal materials, and shorten the processing time [7]. With the improvement of China's technical level, most scientific research workers have also invested in the research of vacuum heat treatment technology, which can effectively promote the development of vacuum heat treatment technology and provide technical support for the development of various industries.

6. DEVELOPMENT OF HEAT TREATMENT PROCESS AND TECHNOLOGY FOR METAL

MATERIALS

6.1 Innovation of heat treatment process and technology for metal materials

With the enhancement of China's economic strength and the improvement of scientific and technological level, the heat treatment process and technology of metal materials have also been developed, and a series of innovations have been carried out. For example, controllable atmosphere heat treatment technology can protect the atmosphere with the help of gas as a medium to avoid damage to the performance of metal surface. In addition, it can make the metal material heat treatment process more smoothly, and ensure that the processed metal is in a stable state and more complete. Specially to produce steel as raw materials, controllable atmosphere heat treatment technology can protect it, prevent the oxidation reaction of steel in high temperature environment, make its surface smooth as new, and improve the utilization rate of steel. In this process, this technology can also be applied in other materials, which can not only adjust the size properly, but also make the operation more convenient and faster [8]. However, it should be noted that this technology is not perfect, and there are still some problems in the process of using it. Therefore, the relevant departments must strengthen the research on this technology, improve the technical level, provide support for the development of metal heat treatment process, and make it have a broader development prospect.

6.2 Development direction of heat treatment process and technology for metal materials

From the current situation to analyze, metal material heat treatment technology and technology has been a certain development, the future development direction is the following two directions. First, its automation level will be improved. With the improvement of China's technical level, the heat treatment of metal materials has been more widely used, and the degree of automation continues to improve. This is mainly because the automation level has not reached the expected level in the application process of metal material thermal process and technology. In the application process, not only relevant facilities and equipment are needed as support, but also a lot of human resources and costs need to be wasted. In the process of work, it will be affected by many factors, which may lead to the effect not reaching the expected results. This is not conducive to the maximum effect of heat treatment process and technology of metal materials. Therefore, the relevant staff must strengthen the research on the automation development of metal material heat treatment. While achieving the goal of metal material heat treatment, it should relate to modern information technology to make the metal material heat treatment work more efficient and smoother, and create more economic benefits for related enterprises. Second, it can achieve the goal of non oxidation treatment [9]. With the enhancement of China's technical strength, more and more new technologies appear and develop. Controllable atmosphere technology is a component of non oxidation

treatment technology, which can reduce the possibility of oxidation of steel to the minimum and make the heat treatment process more smoothly. In general, this technology will be used to process products with steel as raw material. It can be found that non oxidation treatment technology will become the main development direction of metal material heat treatment process and technology in the future. Therefore, China's relevant enterprises must do a good job in the research of this technology, improve its technical content, provide support for the further development of China's industry, and enhance China's economic strength.

7.CONCLUSION

According to the above analysis, with the enhancement of China's technical strength, the technical level of metal material heat treatment process has also been improved. After the application of this technology for the treatment of technical materials, the ability of metal materials in various aspects, such as corrosion resistance and toughness, has been improved. Therefore, the relevant staff must recognize the role of this technology, research on this technology, ensure that the application of metal heat treatment process can guarantee the quality of metal materials, improve the utilization rate of metal materials, and reduce the adverse impact on the surrounding environment, so as to make the promotion of metal materials more smooth, and provide support for the enhancement of China's economic strength.

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Discussion on Energy Saving Transformation Methods of Modern Buildings

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Abstract: With the continuous development of resource-saving and environment-friendly society, modern buildings with huge energy consumption begin to attract attention from all walks of life. Based on this, this paper will briefly introduce the modern building energy-saving transformation methods, and combined with examples to explore the specific path of modern building energy-saving transformation.

Keywords: Modern buildings; Energy-saving renovations; Elevators; Air conditioners

1. MODERN BUILDING ENERGY SAVING TRANSFORMATION METHOD

1.1 Elevator energy-saving transformation method

In the modern building energy-saving transformation, elevator energy-saving transformation is one of the key. Combined with relevant research, it can be found that the proportion of elevator power consumption in the total consumption of modern buildings is generally in the range of 5% - 8%. Therefore, it is necessary to strengthen energy efficiency test and carry out targeted energy-saving transformation of elevators through energy efficiency supervision. Motor is the main energy consumption component of elevator, energy-saving transformation is mainly carried out around it, there are generally three methods. First, the use of variable frequency voltage speed regulation drive. By changing the frequency of the power supply, the voltage and speed regulation of asynchronous motor can be replaced by this, and the energy-saving goal can be realized under the support of higher motor operation efficiency; second, centralized control or parallel control transformation. Through the transformation of centralized control or parallel control to replace the previous single control, the "sleep" of the elevator in the no passenger state can reduce energy consumption; thirdly, the application of energy feedback device. Through the recovery, feedback and storage of the electric energy generated in the process of the elevator car heavy load down or no load up, the effective energy saving can be realized [1-2].

1.2 Energy saving transformation method of lighting system

Lighting energy consumption accounts for the same large proportion in modern buildings, generally compared with other equipment use time. Lighting is often used for a longer time, so its importance in energy-saving transformation must be paid attention to. There are mainly two methods for energy-saving transformation of lighting system: first, energy-saving lamps and lanterns are used. Compared with ordinary lamps, energy-saving lamps can save about 60% of power consumption. Before

replacing energy-saving lamps, environmental factors need to be fully considered, so as to give priority to light sources with high luminous efficiency, high color rendering index and appropriate color temperature. In addition, the scientific selection of lighting forms and the correct use of indirect lighting also need to be paid attention to. The layout of lamps and lanterns should ensure the existence of even illumination on the working face as much as possible, as well as appropriate light direction and glare with reduced impact. The installation position and height of lamps should also be close to the working face and coordinate with the surrounding environment and equipment layout; secondly, intelligent lighting system should be set up. By setting up intelligent lighting system, the system can make 10% - 30% energy saving contribution, so the scientific setting of intelligent lighting system also needs to be paid attention to. Through the setting of the central monitoring device, the intelligent lighting system can carry out the central monitoring, with the functions of soft turn-off, time sequence control, brightness adjustment, soft start, scene preset, etc., and can count the service life of lighting lamps and the accumulated time of line startup, so as to realize humanized operation.

1.3 Energy saving transformation method of power supply and distribution system

For modern buildings in China, the power supply system and transformer in natural state are more common. Affected by the habitual errors and traditional concepts, there are many transformers that fail to operate in the economic zone. In this case, the reduction of transformer power loss can be realized by targeted energy saving transformation. For example, there are two or more transformers in modern buildings, so as to draw the economic operation curve of main transformer, so as to define the economic operation area and optimize the transformer control. When the voltage at the load side of transformer is satisfied, and the quantitative calculation method is used, the transformer operation voltage tap can be optimized according to the load size and the voltage level at the power side. The improvement of transformer operation efficiency and loss reduction can be realized smoothly.

2. INSTANCE ANALYSIS

2.1. An overview of the case

In order to enhance the practical value of the study, the 28 storey office building project with a total building area of about 40000 M² is taken as the research object. The project is composed of main building and auxiliary building, which was put into use in 1997. The project is located in the hot summer and warm winter area, with

only cooling demand. There are three teling water-cooled screw chillers (332rt), two for use and one for standby. There are four parallel cooling water pumps (two large and two small) and chilled water pumps in the air conditioning water system with constant primary pump flow. Each floor is equipped with a fresh air unit, with fan coil unit and independent fresh air system as a whole. The original air-conditioning system does not have a gentle distribution of cooling capacity, most of the time the cooling capacity of the system can not be met by one chiller. Opening two chillers will lead to the low load operation of the chillers most of the time, and the energy waste is more serious.

2.2 Energy saving transformation

Combined with relevant data and field investigation, in order to improve the operation efficiency of the system and control the transformation cost to a certain extent, the project carried out targeted transformation around chiller, water system, automatic control system and wind system. Through the single point operation test of three chillers in the reconstruction of water chiller, it is found that there is a 1 # chiller with large performance attenuation coefficient. In order to improve the refrigeration efficiency and meet the demand of refrigeration capacity, the magnetic suspension centrifugal chiller (1266kw) was used to replace the original screw chiller (1×10). The new unit has a rated cop of 6.26 and a wide range of load regulation. The stepless regulation can be realized in the range of 15% - 100% load rate. The low load efficiency of the new unit is higher than that of the ordinary unit. The cop is above 7.0 when the rated cooling capacity is 30% - 60%. In addition, the condenser and evaporator of 2 # and 3 # chillers were cleaned by blasting, and the status of relevant water valves was checked. The transformation of water system revolves around the operation problem of small temperature difference and large flow. It is decided to install frequency converter in cooling water pump and chilled water pump. The variable flow operation of water system can be realized with the

support of frequency conversion speed regulation device. The pump running at the highest efficiency point can be obtained before the pipeline characteristics are unchanged, so as to achieve the maximum energy saving effect. At the same time, high-efficiency water pump was used to replace the original cooling and chilled water pumps, the cooling water pipeline and chilled water pipeline were deeply cleaned, the main valve components were checked, and the chilled water system was balanced and debugged. By balancing and adjusting the water flow distribution of cooling tower, replacing and repairing the fan blades of cooling tower, the cooling tower can also have higher efficiency. The transformation of automatic control system needs to set up service-oriented energy management system. The system is responsible for analyzing data and controlling each equipment. The scientific optimization of operation strategy can be realized smoothly. It is necessary to replace and maintain the fan coil units, diffusers and louvers with problems.

3. CONCLUSION

To sum up, modern building energy-saving transformation has high promotion value. On this basis, the transformation examples involved in this paper directly show the feasible transformation path. In order to better carry out modern building energy-saving transformation, the innovative application of intelligent technology also needs to be paid attention to.

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Analysis of Primary School Mathematics Teaching Method Under the Guidance Of "Problem Consciousness"

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Abstract: The famous physicist Einstein once said: "it is more important to ask questions than to solve them", because solving problems is only a skill level. To ask questions requires strong creativity and rich imagination. Therefore, teachers should recognize the importance of cultivating students' problem awareness and adopt appropriate teaching programs to improve students' thinking the ability to understand. This paper discusses the primary school mathematics teaching method under the guidance of "problem consciousness", and puts forward the corresponding solutions.

Key words: Problem awareness; Primary school mathematics; Teaching methods; Analysis

1. TEACHERS SHOULD RESPECT THE DOMINANT POSITION OF STUDENTS AND ESTABLISH A HARMONIOUS RELATIONSHIP BETWEEN TEACHERS AND STUDENTS

With the gradual deepening of the new curriculum reform, education departments pay more and more attention to the comprehensive development of students' comprehensive quality. Teachers should also have a full and comprehensive understanding of this, and adapt to the development of the times, adjust teaching concepts and teaching methods, adopt appropriate teaching programs to cultivate students' thinking ability, so that students have the ability to find and solve problems, and be able to learn Knowledge should be used flexibly in life practice, so as to apply what you have learned. At the same time, teachers should also respect students' dominant position in the classroom, let students promote the progress of the classroom, and teachers can play a guiding and auxiliary role. This way can not only cultivate students' subjective initiative, but also create a relaxed and pleasant classroom atmosphere for students, and lay a solid foundation for the improvement of teaching efficiency and quality [1]. At the same time, primary school students' ability of thinking and understanding is still in development, and they have a strong desire to explore new things. Teachers should grasp this feature, guide students to have problem awareness, learn to think and solve, and develop good learning habits, so as to ensure the effective development of teaching work.

2. CHANGE TEACHING METHODS AND ENCOURAGE STUDENTS TO THINK AND ASK QUESTIONS

According to the actual situation, the current primary

school mathematics teachers in the teaching work, or use the "one word classroom" teaching method, teachers have been instilling knowledge into students, students are in a passive state of acceptance, generally is the teacher in the self-examination and answer, in the middle did not give students time for discussion and thinking, which directly led to the students' awareness of problems more and more. In the context of problem awareness, this method is not conducive to the overall development of students' comprehensive ability. Therefore, teachers adopt diversified teaching methods to let students take the initiative to discover, explore and find problems. For example, in the class of "year, month and day", teachers can prepare several calendars in advance, including leap year and ordinary year, The leap year has 29 days in February and 28 days in a normal year. This is also a common-sense problem. If teachers don't remind them, most students don't know. At this time, teachers can ask students, "have you found any difference between these two years?" At this time, students with strong ability will find that there will be differences in February. The teacher can add the question: "did you find any rules, students?" After comparison, students will find a leap year after three years. In this process, students' ability to explore and find problems will be effectively improved, so as to achieve the fundamental purpose of Mathematics Teaching [2].

3. CLARIFY THE KEY POINTS OF THE PROBLEM AND FIND THE APPROPRIATE ENTRY POINT

Because the primary school students' ability of non discrimination is still lack of adult, this requires teachers to guide effectively, and according to the teaching objectives, the appropriate problems can be directly pointed out, and easy to understand, which is also the corresponding measures to help students establish the problem understanding. Because of the differences in the growth environment and thinking comprehension ability of each student, teachers should respect the individual differences of each student, formulate the problems corresponding to their development, and start at the right time to achieve the teaching goal. For example, while learning triangle, some students have already pre-taught the course knowledge because of their strong learning ability, so they will be able to learn well, but most of them have not strong self-study ability and do not form good behavior habits. Because of this, they will be slightly limited in the learning session. In this case, teachers need to observe the behavior state of each student, and

according to the actual situation, put forward corresponding questions, such as: "students, do you know how many sides of the triangle? How many corners? How many points?" Because the question is displayed on the surface, students will be smoother in answering the question. After the simple answer, the teacher can appropriately increase some difficulties, and use multimedia to find and play the corresponding items such as bicycle, basketball rack, air conditioning bracket, clothes rack, basketball rack, etc., and then ask the students: "why do they use triangle here?" At this time, students will also feel very incredible, why not square, rectangle? At this time, the teacher can take out a triangle made of three sticks and a square made of four sticks, and let the students shake one side. What is the difference between them is found. After the experiment, the students find that the quadrilateral will be deformed, and the triangle will not change. Although the students have realized that the triangle can play a stable role, it has not been realized that the triangle can play a stable role, but it has not been realized through the actual situation. The theoretical knowledge is not reliable. At this time, the teacher can take out a wooden stick and set it on the diagonal of the quadrilateral, and then let the students shake. The students will find that the triangle is stable. Through the step-by-step questioning and practice, the students can fully understand and master the key contents of the course, and promote the improvement of teaching efficiency and quality Role [3].

4. GUIDE STUDENTS TO ACTIVELY PARTICIPATE IN TEACHING PRACTICE AND CULTIVATE THEIR COOPERATIVE SPIRIT

Primary school students are young, and their ability of thinking and digesting is still in development. Therefore, when carrying out teaching work, mathematics teachers should follow the law of students' development and adopt appropriate ways to improve students' core mathematical literacy, so that students can feel the charm of mathematics. According to the practice, the cooperative teaching method has played a positive role in promoting the efficiency and quality of mathematics, and it is also of great significance to the improvement of students' cooperative consciousness. Here, teachers can formulate corresponding teaching plans according to the teaching objectives, and also can appropriately integrate game elements to activate the classroom atmosphere, mobilize students' learning enthusiasm, and let students learn knowledge in play, so as to achieve teaching in fun [4]. For example, in the class of "multiplication in tables", the teacher can divide the students into groups of four by beating drums to pass the questions, and then use

multimedia to time and set the questions. After the members of the former group have answered the questions, they can call the number at random. The group called to the number should answer them in a limited time. If the answer is wrong or exceeds the time, the teacher should answer them in a limited time. Then, the group needs to be punished together. All pupils have a strong competitive heart and will try their best to complete it. In the specified time, which group answers the fastest and most accurate will win the victory. The teacher can give a certain material reward. In this process, students will focus their attention on the game, and the members of the group will also have strong cohesion. They will also have a new understanding of team spirit, which is also in line with the requirements of quality education.

5. CONCLUSION

To sum up, if primary school mathematics teachers want to improve the quality and efficiency of teaching and cultivate students' problem awareness, they should make appropriate teaching plans according to the actual learning ability of students at this stage, exercise students' thinking comprehension ability and questioning ability, and make the mathematics class more efficient. At the same time, they should also focus on cultivating students' practical ability so that they can do it. To learn to apply, for later study and life to lay a solid foundation.

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Higher Vocational Physical Education Teaching Reform Based on The Cultivation of Professional Quality

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Abstract: In recent years, with the continuous expansion of the scale of higher vocational colleges, how to deal with the relationship between scale, quality and efficiency scientifically and reasonably, cultivate high-quality technical and skilled talents for the market and society, and realize the connotative development of higher vocational colleges, has become one of the practical issues to be solved urgently in many vocational colleges. In this context, as the curriculum system of higher vocational colleges, physical education teaching should also be actively guided by the cultivation of students' professional quality, speed up the pace of education and teaching reform, and effectively improve the quality of physical education in Higher Vocational Colleges under the new situation.

Key words: Professional quality training; Higher vocational physical education; Reform

1. INTRODUCTION

Today, the general office of the CPC Central Committee and the general office of the State Council issued the opinions on Comprehensively Strengthening and improving school physical education work in the new era, emphasizing that "the combination of vocational education physical education curriculum and vocational skills training, to cultivate physical and mental health technical talents", which provides a direction guide for the reform of physical education in Higher Vocational Colleges in the new period [1]. In the new period, the reform of physical education in higher vocational colleges should be guided by the cultivation of students' professional quality, comprehensively improve the conditions of running a school, deepen the reform of physical education, and constantly improve the educational effect of physical education in Higher Vocational Colleges in the new period.

2. THE NECESSITY ANALYSIS OF HIGHER VOCATIONAL PHYSICAL EDUCATION TEACHING REFORM BASED ON THE CULTIVATION OF PROFESSIONAL QUALITY

2.1 The continuous development of the situation requires that the reform of physical education in higher vocational colleges should be guided by the cultivation of professional quality

With the rapid development of China's Higher Vocational Education in the new period, many problems have been exposed in the current physical education teaching in higher vocational colleges. For example, the physical

education teaching pays too much attention to the training of sports knowledge and skills, and the sports curriculum is out of touch with the cultivation of students' professional skills. As a result, the boundary between Higher Vocational Physical Education and the physical education curriculum in ordinary colleges and universities is becoming more and more blurred, which leads to the loss of higher vocational education Physical education curriculum should have professional practical characteristics, but also ignore the cultivation of students' professional sports ability. With the higher vocational education in our country paying more and more attention to the cultivation of students' professional quality in the new period, higher vocational physical education must also actively comply with this change demand, and take the cultivation of students' good professional quality as the guidance, so as to speed up the reform of the existing physical education teaching objectives, teaching contents and teaching methods, so as to actively comply with and help students' professional quality training Raise, improve the training level of practical talents in higher vocational colleges.

2.2 The purpose of running a higher vocational school requires the reform of physical education in Higher Vocational Colleges to be guided by the cultivation of professional quality

With the rapid development of vocational education, adhering to the "service-oriented, employment oriented" has become the school running purpose generally accepted by vocational education. In 2005, the "decision of the State Council on vigorously developing vocational education" issued by the State Council was formally established. The biggest difference between vocational education and general higher education lies in its distinctive professionalism, which requires that higher vocational physical education should also actively adapt to the fundamental attribute of vocational education, speed up the reform of physical education teaching guided by the cultivation of students' professional quality, and effectively improve the effect of physical education teaching.

3. PATH ANALYSIS OF HIGHER VOCATIONAL PHYSICAL EDUCATION TEACHING REFORM BASED ON PROFESSIONAL QUALITY TRAINING

3.1 Establish the physical education teaching objectives based on the cultivation of professional quality

Teaching objectives play an important role in guiding and regulating the whole process of education and teaching.

Therefore, to speed up the reform of physical education in Higher Vocational Colleges Based on the cultivation of professional quality, it is required to modify the existing teaching objectives of physical education in higher vocational colleges, and establish the physical education teaching objectives based on the cultivation of professional quality as the core. Physical education in higher vocational colleges has outstanding professionalism and higher quality. In the process of daily physical education teaching, we should emphasize the interaction and integration between physical education and students' major, and highlight the cultivation of students' professional sports ability and habits. In this regard, higher vocational physical education teaching should first cultivate students' lifelong sports habits on the basis of good sports knowledge and skills. For example, according to the students of different majors, we should increase the knowledge and skills of common occupational diseases and prevention through sports. Only in this way can we establish the goal of physical education based on the cultivation of professional quality and organically combine physical education with the cultivation of students' professional quality. It can really achieve and achieve the goal of reform of Higher Vocational Physical Education Teaching Based on the cultivation of professional quality.

3.2 Optimize physical education teaching content based on professional quality training

The reform of teaching content is a key link in the whole process of education and teaching reform. Physical education teaching content directly affects students' mastery of sports knowledge and skills, and also relates to whether students can adapt to the requirements of modern career development after embarking on the road of career development, and invest in the process of career development with good physical and mental state [3]. Based on the professional characteristics of higher vocational physical education teaching, teachers should focus on the reform and optimization of the existing higher vocational physical education teaching content, according to the professional characteristics of different professional students, build modular higher vocational sports teaching content, organically combine the physical education teaching content with post health and safety, and carry out physical education teaching for students with a targeted target, for example, for teachers Professional students, in view of their professional characteristics that are likely to be engaged in teacher work in the future, focus on shaping students' body shape, lower limb endurance and leg muscle strength through aerobics courses, gymnastics, basketball and other sports; for financial accounting and clerks who require long-time sit in and other related majors, they should focus on rope skipping, table tennis, badminton and other related sports. At the same time, we should also pay attention to the prevention of occupational diseases and other related knowledge and skills in this process, so as to further earn

students' enthusiasm and interest in physical education and stimulate their learning enthusiasm.

3.3 Establish teaching evaluation system based on professional quality training

Higher Vocational Physical Education Teaching Reform Based on professional quality training makes the existing teaching evaluation methods of higher vocational physical education face severe challenges. The reform of Higher Vocational Physical Education Teaching Based on professional quality training also requires the reform of the existing evaluation system of physical education in higher vocational colleges. At present, it is necessary to establish a teaching evaluation system based on the cultivation of professional quality as soon as possible, focusing on the evaluation of students' mastery of professional skills and physical fitness. At the same time, diversified evaluation methods such as teacher evaluation, student self-evaluation and student mutual evaluation should be implemented to truly change the traditional evaluation method of final examination scores and comprehensively investigate students' professional sports level. To further force the majority of teachers and students to establish professional quality oriented physical education teaching, optimize the teaching process, improve the effectiveness of education.

4.CONCLUSION

In a word, the reform of Higher Vocational Physical Education Based on the cultivation of professional quality has become one of the important directions in the future. Higher vocational colleges should focus on the premise and basis of changing the teaching concept of the majority of front-line PE teachers, focus on the establishment of PE teaching objectives, optimization of PE teaching content, innovation of PE teaching evaluation system, and promotion of PE Teachers' professional quality, so as to promote PE Teaching in Higher Vocational Colleges to improve students' professional quality and enhance their future career adaptability. To carry out innovation, effectively improve the level of Higher Vocational Physical Education under the new situation.

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Research on Development Strategy of Huanggang Folk Culture Tourism

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Abstract: This paper takes Huanggang as an empirical case, based on the discussion of the development status of Huanggang folk culture tourism, analyzes the existing problems and causes, and puts forward the corresponding development strategies.

Keywords: Folk tourism; Tourism development; Huanggang

1. INTRODUCTION

Huanggang is in the "Head of Wu Chu end", is one of the birthplaces of eastern Hubei culture. Huanggang folk culture has a long history and is colorful. In addition to many tangible cultural heritages, there are also rich and colorful intangible cultural heritage.

2. CLASSIFICATION OF HUANGGANG FOLK CULTURE TOURISM RESOURCES

In the field of folklore, there are two representative methods for the classification of folk culture, namely the "four-way method" and the "three-way method". Based on the basic status of the folk custom in Huanggang area, this paper adopts the "four-way method" to classify the folk culture tourism resources in Huanggang, and therefore divides the folk culture tourism resources in Huanggang into the following four categories [1-3].

2.1 Tourism resources of economic folk culture

Economic folk customs, mainly formed in the process of people's creation and consumption of material wealth, mainly include the folk culture generated in people's production and life, such as commerce, food, clothing, residence, transportation folk customs and so on.

(1) Folk architectural culture

The folk buildings in Huanggang are mainly simple structures in the plain area near the river. Hills and mountains to the community - based, mainly enclosed, neighborhood - style small courtyard. The Wu clan ancestral Hall in Hongan County is now a well-preserved ancient folk building. Built in 1763, it is unique in its exquisite woodcuts. The reliefs of "Three Towns of Wuhan" on the Guanle Building, with exquisite craftsmanship, make the prosperous scene under the Yellow Crane Tower look like yesterday.

(2) Food culture

Huanggang food culture is the most famous Dongpo food culture. After Su Dongpo was banished to Huangzhou, he developed many exquisite and delicious dishes, which were later called "Dongpo cuisine" by the common people, including Dongpo meat, Dongpo fish, Dongpo cake and Dongpo wine. In addition to Dongpo cuisine, Huanggang also has its own distinctive local cuisine. In Huangzhou, it has roasted plum, tuanfeng has dog's feet, crisp sugar in its pockmarks, meat cake and fish noodles

in Macheng, sweet persimmons fuling and soft hag harrowing in Luotian. All kinds of food and snacks together constitute the food culture of Huanggang.

(3) Celebrity culture

Huanggang has a long history, and numerous historical and cultural celebrities have left footprints here. Meanwhile, Huanggang has also bred many outstanding talents, thus giving rise to many unique celebrity cultures. For example, the Huanggang Dongpo culture left by Su Dongpo includes not only poems, but also fine wine and delicacies. Dongpo poems are full of pride and splendor, and Dongpo cuisine is fragrant with teeth and cheeks. The medical culture of Li Shizhen and Wan Mi Zhai, which recorded many folklores; Bi Sheng movable type printing culture, as one of the four great inventions of ancient China, movable type printing brought great convenience to China and even the world, and its inventor naturally became the "idol" worshipped by people. Yu Sansheng's opera culture. With his eloquence of writing and ink, Yu Sansheng innovated and integrated The Han Tone PI Huang and Hui Naughty Huang, forming the new style PI Huang singing style. As one of the "Three triding Jia in the Pear Garden", Yu Sansheng's position in the history of Peking Opera is very prominent, which directly promoted the innovative development of Peking Opera.

(4) Folk craft resources

Huanggang folk crafts mainly include picking flowers, embroidery, bamboo weaving, wood carving, stone carving, pottery and so on. Yellow plum flower picking is the best folk craft in Hubei Province. As a national intangible cultural heritage, it has won awards in the international exposition. Hongan embroidery, with its profound cultural deposits and colorful artistic features, is rooted in the folk noumenon culture and is mainly divided into three categories: silk embroidery, cashmere embroidery and picking flowers. Composition is divided into realistic, freehand brushwork and realistic freehand brushwork, its content is very rich, involving all kinds of articles in life, including insole pillow, curtain curtain, coat and hat and various beautification decorations, among which insole embroidery is the most famous.

2.2 Tourism resources of belief folk culture

Belief folk customs are mainly reflected in ideology, including belief in nature, totem, and ancestral spirits, as well as religion, superstition, age, and festival folk customs.

(1) Religion

The religion of Huanggang has a long history and profound religious culture. The two ancestral families and three generations of the chan sect are all in Huangmei, and have long been known as the saying "Chen Huang Is

the master of the world, and Huang Mei is the main subject of Buddhism". With a history of more than 1,300 years, Huangmei Sizu Temple is the first temple of Zen in China. Its Zen culture not only attracts tourists from all over the country, but also enjoys a high reputation internationally, especially in Southeast Asian countries.

(2) Festival folklore

Huanggang festival folk customs are also rich and colorful, the Spring Festival pasted New Year pictures, paper-cut paper-cut paper-cut, glutinous rice cake, Dragon Boat Festival drink realgar wine, put artemisia leaf, wheat harvest time do "pan shao harrow", every lunar June half and July half, must kill chicken and sheep, eat a sumptuous lunch, Laba festival to drink laba porridge and so on.

2.3 Tourism resources of social folk culture

Social folk customs are the embodiment of the social relation system formed by most people living under specific conditions. It mainly includes all kinds of interpersonal relationships, from personal life to marriage, to family, clan, and even nationality and country.

In terms of the wedding custom, take Yingshan County as an example, in Yingshan, the wedding custom of married women has always been valued; The main customs have a girl married before must cry to marry; Before marriage, the man must meet the woman's female relatives, commonly known as "matchmaking", while the woman must also meet the man's male relatives, commonly known as "passing"; A dowry should be prepared when a woman marries; Due to the above "starting medium" and "recording", the man does not have to pick up the woman on the wedding day, which is different from the wedding customs in many parts of China.

2.4 Tourism resources of recreational folk culture

Recreational folk customs mainly refer to all kinds of folk entertainment activities. Folk oral language and literature, folk songs and dances, folk games and competitions belong to this category.

(1) Opera

There are many kinds of local traditional operas popular in Huanggang, including not only huangmei opera and Chu opera, which have developed into provincial and even national operas, but also local operas such as tea-picking opera, quilt opera, Dongqiang Flower Drum Opera, Wenqu opera, Driu opera and shadow play. Huangmei Opera originated in Huangmei County. Xingxiuniang, the founder of Huangmei Opera, not only sang huangmei Opera for the people, but also sang huangmei Opera for qianlong Emperor four times and was awarded the title of "Famous Actor of Huangmei Opera" by the emperor. As early as 1995, Huangmei County was awarded the title of "the hometown of Huangmei Opera" by the Ministry of Culture. Nowadays, Huangmei Opera is loved by more and more tourists, and learning to sing Huangmei Opera has become one of the essential items in the tourism activities of huangmei folk culture. East Wall Flower drum Opera, originated in Macheng, Luotian and other counties in the Qing Dynasty,

commonly known as "Oho cavity", has been included in the second batch of national protection projects.

(2) Folk songs

At present in Huanggang its most famous folk songs are transvestite, which can best embody the folk customs of eastern Hubei area. Legend has it that when Su Dongpo traveled to Luotian, he praised the people who sang this folk song and called it "Chicken people". In addition, there are also some folk songs, such as flower picking, quban minor, rice planting gong and drum, and folk songs. Nowadays, the cross series of minor songs, such as "Ten Advice", "Ten Thoughts" and "Ten Hates", are still sung among the people.

(3) Folk dance

There are many folk dances in Huanggang, including mussel dance and fan dance that reflect the interest of life, lion dance and lotus boat dance dedicated to festive occasions, as well as the yayao dance and mulberry gathering dance that reproduce the scenes of labor. Whether it is labor, or festival, Huanggang people are lively, show their enthusiasm of folk customs.

3. CURRENT SITUATION OF HUANGGANG FOLK CULTURE TOURISM DEVELOPMENT

3.1 There are various kinds of folk culture tourism resources

Huanggang various areas of folk customs colorful, rich, and diverse, including all aspects of social life and field work. From oral folk custom, to material folk custom, to spiritual folk custom; From folk songs and dances to celebrity culture; From the monopolized folk culture tourism resources to the general public folk culture tourism resources, the types of resources are diverse, rich folk culture tourism resources.

3.2 Uneven regional distribution of folk culture tourism resources

Huanggang folk culture tourism resources, mainly concentrated in the Huangzhou District, Huangmei County, Qichun County, Luotian County and Macheng, other counties with unique folk customs are relatively few. Research on development Strategy of Huanggang Folk Culture Tourism

3.3 Traffic conditions and hardware facilities have not kept pace with the development of culture

Huanggang although the geographical location is superior, but the overall economy is relatively backward. Folk culture tourism is usually carried by local original villages, but relatively speaking, the transportation is not convenient enough. At present, huanggang has opened an intercity BULLET train from Huanggang to Wuhan, but the traffic in the region is still dominated by roads, and some counties have poor road quality and are in the process of road repair all the year round, which brings great inconvenience to traffic travel. At the same time, the infrastructure of the large-scale folk culture tourist attractions is not perfect, such as the tourist rest center is built on a small scale, the scenic spot parking lot is not enough parking space, the scenic spot toilet is few and dirty.

3.4 The folk culture atmosphere in the region is not strong enough

The social function of folk culture has not been well played. With the development of modern commodity economy, some unique folk culture created in practical life has gradually lost its essence. For example, the lotus boat and dragon and lion dance in the Spring Festival were originally performed for the purpose of lively celebration and praying for good wishes, which gradually evolved into commercial performances. Although they were still skilled performing movements, people could not feel the beautiful atmosphere of the festival. If people in the area can't feel the influence of folk culture passed from generation to generation, then tourists can't feel it, which will not bring tourists a good emotional experience.

4. HUANGGANG FOLK CULTURE TOURISM DEVELOPMENT STRATEGY

4.1 Strengthen the protection of folk culture tourism resources

(1) Local governments should actively perform their macro-control functions on the cultural market

For the relatively precious folk culture tourism resources, the government should develop and protect. The government can introduce corresponding policies to encourage the development of folk culture tourism, promote the inheritance of folk culture and the development of local economy. It can also formulate relevant laws and regulations and hold specific cultural activities to protect folk culture and publicity mode culture. To process more complex, for example, arts and crafts, such as huangmei edition) and unknown gradually oral literature (e.g., GuShu folk song), to prevent process inheritance absence or lost caused by the excellent technology, can be tilted to its corresponding policy, encourage more young people join the ranks of folk crafts heritage; For the unique scarce folk culture tourism resources, the corresponding protection policies can be issued, the protectors can be commended and rewarded, and the saboteurs can be educated and punished to some extent.

(2) Strengthen the training of tourism practitioners

Tourism practitioners play a very important role in the development and operation of folk culture tourism. Tourism staff are not only the protectors and guardians of local folk resources, but also the external expression and disseminators of local folk culture. From the Angle of tourism resources, tourism practitioners only set up the right idea, mastered the professional skills, can very good bear the responsibility of the protection of the local folk culture tourist resources, serving tourists is shown when the object is, after all, tourist resources, no guest when the need for "maintenance" or folk cultural tourism resources; From the Angle of tourists, the tourists in the tourism process accepted by most of the information comes from tourism practitioners, so tourists can not only guide the tourists to protect folk cultural tourism resources, can also through the subtle influence of their actions in the process of service to tourists, achieve the goal of tourists consciously to protect tourism resources.

(3) The principle of coexistence of development and protection shall be followed in the development process

The development of huanggang folk culture tourism resources should correctly understand the relationship between development and utilization and protection and inheritance, which is a dialectical unity, not a contradiction. In the development of folk culture tourist attractions, attention must be paid to protect its authenticity, prevent the development of too commercial, it is precisely the best protection of folk culture tourist attractions, will attract more tourists.

4.2 Strengthen human resources construction

(1) Cultivate or introduce professional management talents

Huanggang municipal government should strengthen the introduction and training of management talents. Today, talents are the core competitiveness. With professional and high-quality management talents, the rational development and long-term development of folk culture tourist attractions can be guaranteed.

(2) Establish and improve the personnel training system

A complete and comprehensive talent training system can be established. Relevant courses can be set up, various practical activities can be added, and tourism practitioners can be systematically trained to improve their professional quality. In addition, courses related to Huanggang folk custom can be set up in colleges and universities of Huanggang city to cultivate talents.

4.3 Develop featured folk tourism products

(1) Sightseeing folk tourism products

Sightseeing folk tourism products mainly include visiting folk museum, appreciating folk songs and dances with folk characteristics, etc. This kind of products is mainly designed for tourists to glance around, which is a relatively simple way to understand folk culture, and is also a form of folk culture tourism development in Huanggang at present. By cultivating high-quality tour guides and interpreters, tourists can vividly explain the historical sources and cultural connotations of folk customs in folk museums and scenic spots, so that tourists can have a deep understanding of different folk customs in huanggang and meet their psychological needs of seeking for differences.

(2) Experiential folk tourism products

It mainly means that tourists can personally participate in folk tourism activities and folk tourism projects. Such tourism products are highly participatory, which can enhance tourists' sense of excitement and bring them physical and mental pleasure. Inviting tourists and local residents to make acupoints candy together, allowing tourists to experience hongan embroidery, teaching tourists to sing tea picking songs and so on, can not only let the tourists have a deeper understanding of huanggang folk culture, but also can enlivened the atmosphere, satisfy the body and mind, to leave a deep impression on the tourists.

(3) Shopping folk tourism products

The memorial of folk custom tourism can wake up tourists' memory of the scenic spot after they leave the tourist destination. The image of the scenic spot can be deeply changed in tourists' mind, which is helpful to stimulate tourists' desire and motivation to revisit. At the

same time, tourist souvenirs are often presented as gifts to friends and relatives, which invisibly promote the scenic spot. According to different local folk cultures, exquisite handicrafts and delicious local specialties can be produced. Folk culture tourism products should be unique and avoid product homogeneity.

4.4 Establish a sound tourism marketing system of folk culture

(1) Strengthen publicity and expand marketing methods

Various ways should be adopted to strengthen the publicity of folk culture tourism. Small tourism brochures can be printed offline and attached to the tourist map of the scenic spot. Large posters can also be printed and put up in densely populated areas of the city; Some Huanggang folk cultural activities, such as Huanggang folk tourism Festival, Dongpo cultural tourism Festival and so on, are regularly held to enhance publicity. Huanggang folk culture tourism promotion video can be shot and made into a CD, which can be broadcast on major websites and TV platforms. Huanggang folk culture tourism can also be promoted by means of WeChat client on weibo, print ads, celebrity promotion, etc.

(2) Increase marketing influence with the help of high-quality communication channels

In terms of communication media, mainstream media with strong influence can be selected. For example, tourism promotion can be carried out on the official video platform of CCTV, so that the image of the tourist destination can be known by the whole country. For example, Luo Tian once launched a tourism propaganda film on CCTV, and his tourism propaganda slogan of "Thousands of miles from Dabi Mountain, the beautiful scenery is in Luotian" is gradually known by more people. From the development trend of Luotian's tourism in recent years, its economic benefits are very considerable. In 2017, Huanggang participated in the campaign of

"Charming Chinese Town" and got top ten scores, which greatly improved the city image of Huanggang and brought a new opportunity for Huanggang tourism.

4.5 Improve tourism infrastructure

(1) Improve the infrastructure of the existing folk culture tourism scenic spots

Huanggang has developed the folk culture tourism scenic spot, most of its tourism infrastructure is not perfect. We should speed up the construction of star-rated hotels and tourist reception centers in scenic spots to improve the capacity of scenic spots. At the same time, we should continue to carry out the "toilet revolution", do a good job in the public health of scenic spots, and create a comfortable sightseeing environment for tourists.

(2) Vigorously develop the traffic construction, is the scenic spot internal channel and external traffic connection

Huanggang on traffic has been very good with transport hub of wuhan, Huanggang below each have to do now is to speed up the unicom's transportation construction process between counties and cities, especially to speed up the construction of tourist road of various, built in the early freely crisscross, transportation network extending in all directions, enhance the accessibility of folk tourism scenic spot.

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Yin Jian Good Bandit People Should Be Cautious Early: Appreciation of When to Leave the Door of Flowers by Jing-Xing GU

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Abstract: Jing-Xing GU was a writer in the late Ming and early Qing Dynasties. His Yufu poems inherited the tradition of "poetic history" of Fu Du and his thoughts and feelings about the country and the people. Dang Liu Hua Men is the second poem in the series Elementary Fu Du Yue Fu, which truly reflects the suffering brought by the social unrest in the late Ming Dynasty to the country and the people. From the artistic characteristics, the structure of the whole poem is rigorous, with narrative, lyric, discussion as a furnace, is one of the representative works of yuefu poetry.

Key words: Jing-Xing GU; When leaving the flower door; Artistic features

1. INTRODUCTION

Great line at the beginning of the royal, the country is not empty. A crafty thief repeatedly, different things foot sigh. Open pole up longyou, ten years drive in the Central Plains. Calvary and waggons were packed with liver. However, the officials and the army engaged in battle, but the groups struggled. Yuanyuan gate at first investment, shang Shu great pleasure.

Under the same day, gold and purple were covered with its body. His name is under the general command, but his official rank is not supreme.

Peiwo fu Xianzhi, Yin Jian good bandit devious. Jimo make great achievements, the economy is ancient.

Depression valley city wild, feeding jackal tiger live. A calamity in a cup of wine is a calamity in a moment.

More than a thousand rides, clouds embrace the bus. Cloud is the destiny of the Son of Heaven, to meet shang Shu Fu.

Once it was the honour of the tent, now it is the prisoner under the tent. Shang Shu hand sword, but also broken shang Shu skull.

Xiangyang fell, the ancestral unit Of All Chu Tu. The yellow turban insurrectionary Bao zhu di, ying qu in the bloodstream.

The former army star fell, the white letter line hesitated. Sand worms do not know how to count, the wind and the cranes.

One man for the order, a hundred men difficult to study the map. Send words to others, please be cautious at the beginning.

Jing-Xing GU (1621-1687), styled Chi-Fang and styled Huang Gong, claimed to be the "Jinsu Jushi of Later Yushan" and was a native of Qi-Zhou. He was a writer in the late Ming and early Qing Dynasties. On the eve of his

birth, his father, Gu Tianci, had a dream star falling in the courtyard, in the shape of a half moon. Six years old can compose a poem, eight- or nine-years old times to read the history of scripture, the eye number line, said the holy child. Gong Dingzi, a writer in the Qing Dynasty, praised Jing-Xing GU: "There is no one like Huang Tong in Jiangxia. "After long with Du Jun, called "Du Gu"; And tang Luo, Hu commitment, Zhang Renxi, Wu Ji and known as "Jianghan Yimin. "Jing-Xing GU was a tribute student at the end of Ming Dynasty. Ma Shiying secretly recruited himself, But Jing-Xing GU hid his family in Dian Hu. After entering qing Dynasty, he repeatedly failed to register. In the seventeenth year of Kangxi, The Emperor asked for Confucian scholars. Six subjects recommended jing Xing, said its concentration reading, good at poetry, conduct, and fine character learning. However, Jing-Xing GU gave a sick speech, but the governor was not allowed. After due to duan bian forced, is sick on his way. On the new Day of the following March, she went to the Baohe Temple and was given a seat, tea, and food. Once again, Jing-Xing GU resigned for her illness. after the release, Du retired, you left the world, Yan Qi tang said "Bai MAO", take yi "no guilt" meaning. In the 22nd year of Kangxi, Chang GU, the son of Jing-Xing GU, collected jingxing's poems in various genres and compiled them into several volumes. Jing-xing GU himself ordered several volumes of his writings and added them to several volumes of his poems, the Collection of Bai MAO Tang. On the seventh day of October 2016, Qing Kangxi, Jing-Xing GU died due to constriction. She was 67 years old; this person is named "Mr. Wen Jing" [1-4].

"Dang Liu Hua Men" is selected from volume TWO of "Baumao Tang Ji". It is the second of eight poems entitled "Primary Fu Du Yue Fu", written in the seventeenth year of Chong Zhen (1644). In addition to "When Leaving the door of flowers", the other seven poems are "When the stone moat officer", "When the New officer", "When The Tong Guan Officer", "When there is no Home to depart", "When Old age to depart", "When stuffing the luzi" and "When parting the bride". Among them, the poem "Stuffing the Luzi" is lost, and only the poem title remains. Be fit for, be suitable for, be suitable for, be suitable for The foreword of the poem "Efficiency Fu Du Yufu" says: "Then things are put forward for words. When the writings of Shaoxing are put together with the author's vision, they can be put forward by contemporary Yuner. "These eight Yuefu poems are the works of Jing-Xing GU

who studied Fu Du, which shows her great love for Fu Du Yuefu poems.

2. FROM THE STRUCTURE OF THE POEM, THE WHOLE POEM CAN BE DIVIDED INTO THREE PARTS

The first two lines of the poem are the first part, which express the pain and sigh caused by Xianzhong Zhang's recurrence. "Da Xing" was originally a tribute to the emperor who had just died, here referring to The Emperor Chong Zhen. This poem was written in 1644, which was the year that Emperor Chong Zhen hanged herself and died. Xianzhong Zhang means a thief. In the preface to the Book, Xianzhong Zhang and other Pan Jie side cities took over by the Chinese invaders, which includes the article Entitled "Behaviors of Emperor Gong Huang weng Fu, the former emperor of the Qing Dynasty, to join the army". The government repeatedly advised zhengyu public books back to Wu, not fruit. First, Governor Wenchan Xiong Xianxian and other more than 10 other troops landed and bandits across the Chen. . . Hearing of this, he eagerly ye-guarded the state by the Duke of Tang, saying, 'Xiong Gong shall not die. Loyal to the thief is the craftiest, not early to get rid of it, will cause trouble. . .'. There is also a record in the Ming History Xianzhong Zhang: "Wei Xianzhong's most crafty little book. "When the emperor Chong Zhen began to rule the world, the country was not empty yet. But as a result of the Xianzhong Zhang clampdown, the consequences of this extraordinary event are saddening enough. "Crafty thief a repeated, different things foot sigh. "This sentence has the role of the whole, the following poem mainly around Xianzhong Zhang repeatedly launched narrative and discussion.

From the third sentence to the second part of the poem, it describes the process of Xianzhong Zhang's rebellion, defection, and rebellion as well as the deep disasters brought to the people. Starting from Xianzhong Zhang's rebellion in Longyou, the central Plains fought for deer for more than 10 years and brought countless human tragedies to the people. "The skull and the waggons. "The mountains are full of skeletons, the waggons are full of human jerks! Behind the objective and dispassionate narration lies the author's deep sympathy for the sufferings of the people and his strong hatred for the war. The poem then expounds on Xianzhong Zhang's being invited by Wenchan Xiong, the minister of military Affairs, and the discussion that came out of it. Through their campaign, Xianzhong Zhang pretended to be uncertain and hesitating. To Wenchan Xiong's surprise, Xianzhong Zhang suddenly surrendered and accepted his invitation, which made him very happy. Xianzhong Zhang gained recognition from the imperial court and made his name known in the general forum as well as in the body of gold and purple. A "jamestown" in the poem, "Jamestown" two words with a very good, not only in front of the "slant" echo, but also for the subsequent Xianzhong Zhang rebellion buried foreshadowing. Wenchan Xiong Xianzhong Zhang and Jing-Xing GU are opposed to it. "Pei Fu Zhi, Yin Jian liang bandit. Jimo has made great progress, and there is no economy in ancient

times. " Pei Wu, Tang Xizong, was the Provincial governor of Qi-Zhou, and was killed by Huang Chao after he had invited Wang Xianzhi and Huang Chao. Jimi: It means to appease. Economy: The economy helps the people. The lesson of history is not far off, indeed, that Pewoah should be killed for touching Fairy. Ever since ancient times, it has not been possible to make contributions and benefit the people with the policy of embracing and softening. Sure enough, the poem then describes the rebellion of Xianzhong Zhang and the disaster after the rebellion. The poem first wrote Xianzhong Zhang in valley city renewed rebellion, leading to a depression in valley city, "feeding the jackal tiger residence"; Then it mainly describes the tragic situation of Xiangyang after the fall of xiangyang. "Chu Tu": Massacre. After Zhang Xianzhong conquered Xiangyang, zhu Yiming, king of Xiangyang and Zhu Chang Fa were put to death, so Yun "Zong Qi Chu Tu". "The former army star fell; the white letter went on hesitate. "Sichang Yang: Sichang Yang. The fall of Xiangyang was the last straw that crushed Sichang Yang, so that he died of fear.

The last two lines are the third part of the poem, and it is hoped that the ruler will be cautious in his conduct and in the beginning of events. One person: Sichang Yang, not Xianzhong Zhang or Wenchan Xiong. Order: it means the cause or cause of an evil. Sichang Yang has done a mischief that a hundred people can't imagine. So, I hope that later people, in terms of people, to be cautious at the beginning of the event. The author ostensibly criticized Sichang Yang, but in fact Sichang Yang pointed the finger at the emperor Chong Zhen, who was considered improper in employing people, so he finally placed his hopes on the later generations.

3. AS FAR AS POETIC ART IS CONCERNED, THERE ARE THREE ARTISTIC FEATURES IN THE BOOK

First, the structure of the poem is rigorous, detailed, and appropriate. Overall, the poem starts from begging, narrates the story, and finally discusses it with distinct layers. Even from the second part of the story alone to view, poetry from Xianzhong Zhang's uprising to write about the peace to write the rebellion, the level is also very clear. The rigorous structure of the poem is not only reflected in the above external structure, but also reflected in the continuous deepening of poetic criticism. First, Wenchan Xiong advocated Xianzhong Zhang and put forward his own views: "Wenchan Fu Xianzhi, Yin Jian and the bandits. Jimo has made great progress, and there is no economy in ancient times. "Then Sichang Yang matter: "One man is a severe rank, but a hundred men are difficult to investigate the picture. "Finally write the hope of the latter: "message to the latter, who should be cautious at the beginning. "The preciseness of the structure of the poem is also reflected in its echo. "Message to the future" and the first sentence "the beginning of the line yu Yu" photograph echo; The comment behind is "one person is severe rank; a hundred man is difficult to study graph. Sending words to the later, it is advisable to be cautious at the beginning, which is the content of "sigh out" in the previous poem "Different

things". This kind of relationship between the front and the back makes the lyric and the discussion in the poem skillfully combined, thus the structure of the poem appears more harmonious and rigorous. Centering on the theme of the poem, the narrative of the poem is either detailed or slightly, detailed and slightly appropriate. The poem began with the accession of Chong Zhen to the throne (1627) and continued through the death of Sichang Yang (1641), a history of more than ten years. Because of the long historical time span, how to highlight the theme through appropriate material selection is extremely important. Jing-xing GU's purpose in writing is to clarify her view of history by means of historical events: "Jimi Jimi has achieved great success and there is no economic history". Therefore, the selected materials of her poems are based on Xianzhong Zhang's pursuit of peace, and they focus on his rebellion and rebellion. Xianzhong Zhang after the nearly ten years of the uprising, is a brief overview, with the "pole up longyou, ten years of central Plains drive" a stroke. This kind of detailed and appropriate story narration not only gives the readers an overall understanding of the historical events, but also highlights the meaning of the theme that the poem wants to express. "The yellow turban insurrectionary Bao zhu di," Bao: tyranny. Zhu Di: Your official residence. Through the tyrannies of the Yellow Turbans in your government house in the late Eastern Han Dynasty, Xianzhong Zhang tu Xiangyang, also through the meaning of ancient kam today.

The combination of narration, lyricism and discussion is another characteristic of poetry. "When Leaving the flower Door" is a narrative poem, mainly narrative, occasionally interspersed lyric and discussion. The poem begins with a lyric, "a thief repeatedly, a different thing full of pity. "Xianzhong Zhang's fall and subsequent rebellion is a regrettable and unusual event. Then the poetry talks side by side, first Wenchan Xiong fu Xianzhong Zhang, the author's view is "jimi made great achievements, there is no economic ancient"; After the rebellion against Xianzhong Zhang, that "one person for the rank of li, a hundred hard to figure. "It is worth noting that there is a deviation between the narration of characters and the discussion in this poem. The narrative is based on Xianzhong Zhang, and the focus of discussion is not Xianzhong Zhang, but on Wenchan Xiong, Sichang Yang and subsequent rulers, expressing the views of Jing-Xing GU, "Yin Jian, good bandits and feudal" and "people should be cautious in the beginning".

In order to better combine narrative, lyric and discussion, poetry appropriately USES allusion, contrast, and other rhetorical methods. The expression "Pei Wu Fuxian Zhi" was applied to a very appropriate expression. First, it was related to the site. Pei Wu and Jing-Xing GU were all native qichun, and Xianzhong Zhang had been living in Chong Zhen for sixteen years (1643) Tu Chen. The second was a similar incident: Shortly after He had invited Wang Xianzhi, Wang Xianzhi responded, and Pei Wu was killed; Wenchan Xiong restored Xianzhong Zhang, and soon Xianzhong Zhang turned against them, and Wenchan Xiong was killed by Chong Zhen. Using

literature to strongly show that the promotion of Xianzhong Zhang is impossible to succeed, but will suffer from its harm, making the "Jimi founded the great progress, the ancient economy" views more persuasive. "The yellow turban insurrectionary Bao zhu di," Bao: tyranny. Zhu Di: Your official residence. Through the tyrannies of the Yellow Turbans in your government house in the late Eastern Han Dynasty, Xianzhong Zhang tu Xiangyang, also through the meaning of ancient kam today. These two references are consistent with the characteristics of the poem "to prove the history with poetry", which makes the poem more elegant and reasonable. In addition, the poem successfully USES the technique of contrast. For example, Xianzhong Zhang's revolt before and after the different situation of the world comparison: "the beginning of the royal line, the country is not empty. ""Sand worms do not know how to count, the wind and the cranes. "And like the fate of the characters before and after the different contrast: "Shang Shu great pleasure, but also broken shang Cranium. ""Once it was the honour of the tent, now it is the prisoner of the tent. "The application of this comparison technique has strengthened the narrative effect and fully demonstrated the contradiction of the event, which makes readers strongly feel the Xianzhong Zhang uprising and the sufferings that repeatedly brought to the whole world and individual destiny. Therefore, on this basis the author elucidated viewpoints, readers will be more vivid and profound impression.

The third characteristic of poetry is to preserve a history of poetry. Many poems of Jing-Xing GU are characterized by poetic history. In addition to the seven poems in Elementary Fu Du Yuefu, poems such as The Brave Men in the East China Sea, The Line of Poplar, The Line of Huangjing Luo, the Line of Cars and Horses in The Gate also record the social unrest and the sufferings of the people in the late Ming Dynasty. The poem Dang Liu Hua Men Chronicles the history from the accession of Emperor Chong Zhen (1627) to the death of Sichang Yang (1641) over a decade. From the point of view of narration, it mainly focuses on historical events such as the defection of Chong Zhen Zhang, rebellion, and Tu Xiangyang. In his poems, Gu Xingxing described the deep disasters brought by the war to the country, criticized the carelessness of the rulers and the cunning and cruelty of Xianzhong Zhang, and expressed his feelings about the country and the people. It is worth noting that there is the preface of the third son Chang GU of Jing-Xing GU at the end of this poem. In more than 1,000 words of introduction, Chang Gu added a lot of precious historical materials, detailing how Xianzhong Zhang bowed to Wenchan Xiong and xiang Yang. For example, when describing the destruction of Xiangyang City, "The thieves returned to The State, moving like ghosts and gods for 300 li a day and night. February 2 to Dangyang, Three to Jingmen Zhou, four to Xiangyang. That night, to win the trust, send eighteen riders knock at the city, open the door, thief fu bee into. "The time and place of the event are all in detail, and the specific situation of xiangyang's destruction is as at present. This

kind of detailed description is a good supplement to the official history. The official and unofficial accounts of the death of Sichang Yang differ. Chang Gu behind the editorial cited Zou Yi Ming Ji Ji smell, Xia Yunyi surviving records, wu "was Kou Ji Lue", Peng Sunyi "fighting", li qing "notes", countries Que, orphan Yu day Paul and other data, discussed the Sichang different point of view of the death of Yang, also can make the short of history.

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The Differences of Daily Physical Training of Basketball Players in Different Geographical Latitudes and Climatic Environments

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Abstract: The climate environment is one of the most advanced ideas of different geographic latitude, realizing man's all-round development, promote the individual potential into full play, foster independent, complete, the sustainable development of the individual as the target of a different paradigm geographic latitude, including knowledge, ability, intelligence and mental and so on various aspects, it's very important for the cultivation of basketball player instructions. Because of the special group of basketball players, it is also an important part of the reserve talent of sports in China. Phase to the cultivation of basketball players is the crucial stage of its development and form a key period of comprehensive quality, but also the important stage of sports reserve personnel training, so, on the culturing methods should be combined with the climate environment concept and practical training athletes, so the basketball athletes training survey geographic latitude, climate environment, conducive to put forward the corresponding optimization scheme, guarantee the sustainable development of the national sports. Tangshan city in Hebei province has a long history of sports culture and a profound history of sports culture, which has brought up many basketball players to the college entrance examination battlefield. It is the main source of sports departments and high-level reserve talents in colleges and universities. In recent years, geographical latitude and climate environment have made good progress and achievements in the training of basketball players, but there are also corresponding problems to be solved. This difference study should be based on thorough understanding the concept of climate, as the differences in climate research theoretical guidance, in order to promote the all-round development of human beings as the basketball athlete's training goal, climate environment geographic latitude climate environment in different geographic latitude basketball athletes training situation and existing problems of optimization scheme of the difference in research.

Keywords: Geographical Latitude; Climate Environment; Basketball Players; Physical Training

1. INTRODUCTION

This difference study using the literature material law, questionnaire survey, senior interview method, comparative method, mathematical statistics research methods, from the school and so teacher, athletes and some related basic situation investigation, analysis of the

geographic latitude, climate and present situation of the cultivation of basketball players, reveals the existing problems and the climate environment are applied to physical education teaching practice, and proposes the optimized scheme according to the theory of climate environment, to adapt to the national sports cause different geographic latitude, ensure the comprehensive development of athletes, provide talent guarantee for the sustainable development of sports enterprise in our country.

The results show that: the advantages of basketball players training in latitude climate environment are mainly reflected in the fact that there are many sports competitions in latitude climate environment, which promotes the development of sports, provides opportunities for athletes to participate, and improves their sports level accordingly. Teachers are enthusiastic in teaching. However, there are also many problems, which are mainly reflected in : (1) the cultivation objectives of geographical latitude and climate environment are vague and relatively single, which are not unified with the national policies; (2) Geographical latitude, climate and environment, basketball players have a biased cognition of learning and training, with low independent learning ability, low interest in learning, and unreasonable schedule for learning and training; (3) School leaders of latitude, climate and environment do not pay enough attention to basketball players and treat them differently. The training venue, equipment and facilities are not perfect, and the management system is not perfect. (4) Basketball players in geographical latitude, climate and environment have fewer opportunities to participate, lower competition level, uncoordinated training and material selection, and uneven distribution of resources, leading to a lower competitive level; (5) The relative lack of teachers, uneven distribution of resources, the level of scientific research ability to be improved, and the lack of communication with other teachers. The above problems indicate that the proposal of the daily physical training of basketball players in latitude and latitude climate environment should be based on the concept of climate environment, and the concept of climate environment should be more applied to teaching practice [1-5].

To implement the concept of climate and environment, put forward corresponding optimization strategies and Suggestions in different geographical latitudes. Suggestions for optimization based on the current

situation of training : (1) the development of training objectives should be based on the specific situation of athletes and their social development level, combined with local cultural traditions, with the focus on overall development; (2) Appropriate group learning. Cultural course teachers should not only teach athletes cultural knowledge, but also teach athletes learning methods to improve their cultural performance. (3) We should strengthen the scientific selection of materials, rather than blindly relying on teachers' personal experience; (4) Replacing and promoting training with competition, testing and improving professional skills of basketball players; (5) Encourage PE teachers to update their knowledge and participate in professional training to improve their comprehensive quality.

2. BACKGROUND OF THE TOPIC

The main position of training sports talents is the school sports, the athletes are in the key period of physical and mental development. The learning and training of basketball players is the basis for them to learn knowledge and skills in college. In fact, it is from the beginning that athletes embark on the road of sports. With the implementation of the new curriculum standard and the different geographical latitude of quality, in terms of physical education, affected by the different geographical latitude of the test, basketball players generally have poor academic performance, low cultural quality, and do not form a correct understanding of training and learning. In the face of the college entrance examination, most athletes choose to study sports under the pressure of entering higher school, and because there is no scientific and reasonable geographical latitude system of sports, so many athletes do not have systematic cultural knowledge and professional sports skills.

School sports in the deepening of the new curriculum standard implementation and the sports college entrance examination system reform, to a competitive, professional direction, for the present our country school sports college entrance examination in the absence of form a complete scientific training system, under the condition of different schools, different teachers just according to their experience and their own training, and even some sports teacher is still in groping stage; There is a lack of communication between schools and PE teachers, and there is no resource sharing fundamentally, which leads to the blindness and repeatability of training. There is a problem of imbalance between cultural and physical education in basketball players' teaching. Athletes' physical training takes up a large amount of study time, and they only seek to pass the entrance examination, while ignoring the long-term and comprehensive development of athletes. In addition, parents, teachers, and school leaders attach more importance to literature than physical education, so the development of basketball players has not received a high degree of attention. Faced with the promotion of different qualities in different geographical latitudes and the demand of the country for high-quality sports talents, it is extremely urgent to study the differences in the cultivation of basketball players. Therefore, in order to

make basketball players achieve certain achievements in physical training, athletic skill level, ideological and moral character in different geographical latitude, as well as the concept of lifelong sports, we need to adopt different strategies and carry out effective amateur training from different positions, goals and positions. Make physical training on the road of science, standardization, rationalization.

Nowadays, climate and environment theory has become a trend of thought with different geographical latitudes and is gradually developing towards advanced methods. The regions with rapid development of this concept of different geographical latitudes are the United States, Canada, Japan, Hong Kong and Taiwan of China. At the same time, in mainland China also began to ideas on the climate environment attaches great importance to it, many scholars to apply the concept of climate environment quality in different geographic latitude in our country to realize the present stage our country different geographic latitude training objectives more likely and instrumental training, put forward different geographic latitude should put people train to become the all-round development of people, rather than be instrumental, one-sided development of people.

The difference research survey geography latitude climate environment use 6 senior high school basketball player on the cultivation of the status quo, analysis of the geographic latitude climate basketball athletes in training there are contradictions and problems, the comparative study of differences, daily exercise to try in different geographic latitude climate environment to find a better solution to the contradictions and problems, put forward a more optimized strategies and countermeasures, with climate environment philosophy as a scientific theory support, is committed to in basketball players of different geographic latitude faster and better in the future development.

2.1 Review of relevant differences

Zhang Jiliang and Li Shuxiao think that the sources of basketball players are mainly reflected in two places. First, the candidates in sports, these athletes have certain sports experience and ability, for these athletes, should be more systematic training for professional improvement and excellence, and pay attention to the study of their cultural courses. On the other hand, athletes come from ordinary athletes, who have a high level of cultural courses but relatively low athletic ability. Teachers should help athletes choose sports projects scientifically, and invite professional teachers for guidance and teaching. The above practical experience of basketball player training in the stage has been described in detail.

Yin Jianbo and Zhang Zhengzhong mentioned in their discussion on the training of basketball players that the selection of basketball players should be selected as those who are in the middle level of cultural courses, so that the athletes can successfully enter the university after learning and training. In addition, some athletes with strong sports ability and poor academic performance should be actively guided to master learning methods as teachers, because they have not formed good learning

methods and interests rather than low IQ. If these sports are left unchecked, they tend to fail.

In his reflections on the cultivation of sports special talents, Chen Bing proposed that the selection of basketball players could be more democratic and diversified, and teachers, teachers in charge and parents could all put forward Suggestions on the selection of basketball players. Selecting athletes with outstanding athletic ability and high educational level can alleviate the situation of basketball players' low scores in college entrance examination. The relationship between learning and training is very important for basketball players.

Wei Feng points out that some PE teachers only train for the college entrance examination but do not have a comprehensive understanding of the physical qualities of the athletes. No number of athletes will be interested in training for the college entrance examination. There are also a lot of teachers do not pay attention to the difference of athletes, especially the difference of physical quality. It causes excessive training intensity, fatigue and even sports injury.

Hu Hongbao, in terms of how to train ordinary sports specialty students, believes that the time occupied by athletes' training near the exam is correlated with their scores in the college entrance examination, emphasizing the key role of training during the period near the exam.

Wang Lin believes that in order to improve the training effect of basketball players, relevant leaders and teachers must strengthen the detailed understanding of the training situation of sports special students, find out the factors affecting the training of basketball players, take effective measures to improve the training methods of basketball players, improve the training efficiency of basketball players, and achieve the initial training goals.

2. 2 Research on the correlation between learning and training of basketball players

Fan Ye believes that basketball players, as one of the main participants in the college entrance examination, have a much lower status in the school than ordinary cultural students, which is mainly reflected in the importance of leaders. Leaders generally believe that basketball players should develop sports training first, and then the study of cultural courses. Therefore, the learning level of basketball players becomes the most critical issue.

Webber believes that some regions of Europe and the United States will sports training arrangement in their spare time, elapsed time is relatively small, and pay attention to academic and the combination of sports training, and to integrate the two, from the institutional restriction basketball player must take the time to complete their studies, in the aspect of cultural performance appraisal not to let it pass freely. However, this kind of management mode that directly links physical training with cultural learning is rare in China, which well guarantees the status of cultural course learning in different geographical latitudes of schools.

Cui believes that the number of basketball players is increasing, but the enrollment quota of schools recruiting sports professionals has not expanded

Big. And in recent years sports professional athletes have

become physical fitness and academic performance are declining. Due to the lack of professional and scientific guidance and training, athletes have achieved lower and lower scores in the competition of college entrance examination.

Yan Liliang believes that to improve basketball players' academic performance, they should temper their will in training, improve their quality in learning, shorten the time of physical training, and make basketball players energetic in class. At the same time, they should attach importance to cultural course in thinking and ensure their learning in action.

2. 3 Differences in daily management of basketball players

Wang Lin proposed that basketball players should pay more attention to psychological and physical recovery based on scientific training, and form a trinity of management mode with physical education teachers, parents, and head teachers. The scientific management of basketball players should be advocated, not only formulating reasonable and effective training plans in sports training, but also strengthening the daily management of basketball players.

Lin hai, points out that as the level of science and technology, the influence of psychological factors on the sports competition has been more and more people have paid great attention, and analysis from the Angle of sport psychology, if there is no psychological state of health will not be able to complete the training mission, so as the sports teachers and intensive for basketball players to objective evaluation, to do a good job of ideological mobilization, helping basketball players to understand their potential and advantages, through strengthen the weaknesses of the training mode to enhance basketball player's confidence, only has the good psychological quality and psychological state, to focus more in sports training. Therefore, PE teachers should pay attention to the health of basketball players in different geographical latitudes.

Yang Zhixia analyzed the demand of sports talents in the cultivation strategy of special talent in sports under the four-focus model, and believed that athletes should develop their strengths better since comprehensive development. He also pointed out that the management of basketball players should pay attention to the construction of the system, supplemented by different emotional latitudes. While the cultivation of basketball players and cannot be accomplished and realized overnight, but only constantly breaks through the bondage of traditional concept, to promote basketball teaching work smoothly, but also can promote the all-round development of athletes of various quality and ability, so basketball player to innovation of teaching mode, to improve the physical quality of students.

3. DOMESTIC RESEARCH ON THEORETICAL DIFFERENCES RELATED TO CLIMATE AND ENVIRONMENT CONCEPTS

The research on the concept of climate and environment difference in China is still in the early stage of development. The first research on the concept of climate

and environment difference is xiaoyuanguofang written by Zhou Hong and his theory of climate and environment. The book expounds the understanding of the climate environment by The Japanese scholar Kohara Guofang. Zhong Qiquan wrote the whole different geographical latitude thoughts of the basic point of view from China's perspective to explain the climate and environment thought. After the 21st century, Xie Anbang and Zhang Donghai wrote the theory and practice of climate and environment to systematically explain the concept of climate and environment.

3. 1 Domestic research on practical differences in climate and environment

The development of climate and environment in China is mainly in different geographical latitudes of universities. Unfortunately, the concept of climate and environment has not been proposed. Therefore, there are few practical applications in different geographical latitudes, especially in physical education teaching. However, in terms of the cultivation of basketball players, we also need to cultivate athletes with consistent athletic skills and knowledge levels and all-round development. Due to the pressure of different geographical latitudes, more athletes take the road of sports college entrance examination to achieve higher education. However, this is contrary to the training goal of basketball players in China. Therefore, it has a certain theoretical basis to study the differences in the daily physical training of basketball players based on the concept of climate and environment.

3.2 Research status of foreign differences

In foreign countries, the European region's sports cause is more valued, but the country is very strict about the selection of sports talents, especially the assessment of cultural performance is much more stringent than the domestic. ChiJian differences in university management system of competitive sports in the United States through the on-the-spot investigation in the study, points out that in the United States basketball player to get into the ideal university, it is necessary to take specified academic exam, the exam is a national exam, to delimit the fractional line is only the grade of the athlete is eligible to enter university to continue learning sports or take part in the sports events, the most important is the basketball athletes academic test and normal life so it is difficult to entrance exam questions, and resolutely resist lower standards of special care, so the American basketball players not only sports competitive level is high, And the cultural level of the athletes is also relatively high. Moreover, in the United States, the evaluation of athletes' physical training level is not mechanized, but a set of complete evaluation system, that is, the evaluation of the best physical fitness in different geographical latitudes. The comprehensive evaluation of athletes includes the self-evaluation of athletes, the evaluation of classmates, and the objective evaluation to determine their own technical learning objectives. In the concept of physical education teaching is to emphasize the physical, emotional, and cognitive development of athletes to go hand in hand, this set of evaluation system is considered by some experts of different geographical latitude is the

most innovative teaching evaluation, the real realization of the real and ability of different geographical latitude. ZhanJianGuo in Russia to the current situation of the development of competitive sports and sports training experience and enlightenment, points out that in the Russian youth sports talent reserve system is perfect, and are in high school, colleges and universities as the main relying on sports talent selection, so Russia to college basketball teaching venues, facilities and teaching system are sound.

Hu Yian went to Germany to study and study the differences of competitive sports reserve talents in different geographical latitude, organization, and development by means of questionnaire survey. In Germany, the organization is dominated by the government, supplemented by schools and clubs. The full play of the quality of athletes in Japan attaches great importance to the schools are generally many sports associations. The way to participate is to sign up yourself. In the community to find sports special students and training, outstanding ability can be into the professional training team to become athletes.

4. CONCLUSION

The idea of climate environment is combined with the reform practice of different geographical latitudes abroad, and a lot of efforts have been made to study the difference in practice. For example, the alternative schools and climate schools in the United States and Canada and the different latitude reforms of the Waldorf School. Canadian School of Climate and Environment, by Climate scientist John. Miller designed a curriculum based on the concept of linkage, whose characteristics and purposes are aligned with the concept of climate and environment. At the Golden Oak School in California, the Happy Reading Program is a practitioner of climate and environmental thinking. The reform measures of climate and environment are introduced from different aspects, but the reform practices of climate and environment in foreign countries are far more than this. However, most of these reforms are based on the concept of climate and environment, and their purpose is to promote the all-round development of human beings.

Based on the above, some experts at home and abroad have studied and analyzed the differences in the current situation of basketball players' training from different angles and levels. In China, the differences have been studied mainly from the aspects of basketball players' selection, training, management, and teachers' construction. Points out that the current problems in the process of basketball athletes training in our country, and puts forward some strategies and Suggestions, about the climate, the practice of the Chinese mainland area difference research is relatively small, especially in the aspect of training sports teaching of basketball player practice almost no differences in study, but it serves as a kind of powerful theory support, can be applied to the cultivation of basketball players. It can provide a theoretical basis for the study of the differences in the cultivation of basketball players in China. Under the concept of climate and environment, the complexity and

importance of different geographic latitudes and cultivation of basketball players call for the attention and participation of every worker of different geographic latitudes. This difference study is to investigate the current situation of basketball player training, find out the problems, and with the support of climate and environment theory, put forward the difference study of the optimization scheme of basketball player training process. But there is still a need to put into practice the specific schemes of different geographic latitudes and climate environments.

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The Status Quo and Development Research of Tennis Teaching in Sports College

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Abstract: This article mainly analyzes and studies the current situation and research of tennis teaching in the Institute of Physical Education by adopting the method of literature data, questionnaire survey, mathematical statistics, and research methods. Analyze factors such as equipment, current situation of teachers, curriculum settings, and analysis of teaching content, as well as the investigation of students' motivation, cognition, and interest in participating in tennis, and provide certain theories for the development and promotion of tennis teaching in sports colleges. Reference basis to provide reference value and research results for the construction of college sports culture. And put forward suggestions in this regard, the school needs to strengthen the construction of tennis courts, increase investment in the facilities of college tennis courts, under the premise of reasonable planning, further expand the tennis courts, and perfect tennis auxiliary facilities as much as possible to improve the quality of tennis teaching.

Keywords: Physical Education Institute; Tennis Teaching; Current Status of Tennis Development

1. INTRODUCTION

Tennis is gradually accepted by the Chinese people because of its elegant and fashionable cultural heritage, good fitness effects and high interactive interest. In 2011, Li Na won the French Open, which greatly aroused the interest of our people in tennis. The victory of women's tennis made tennis, a noble sport in the hearts of the people, stepped down from the altar, and was accepted by more and more ordinary people, and the sport of tennis continues to become popular among ordinary people. With the implementation of the reform of physical education in colleges and universities, tennis has also been included in this reform, and has gradually taken a place in the construction of physical education in colleges and universities. Although tennis has entered the field of vision of college students, the related infrastructure, faculty, and other related systems of tennis have not been perfected, and cannot meet the needs of today's students. The development of tennis in colleges and universities is still on the road. It seems slower. Rejuvenating the country through science and education is an important strategic policy for rejuvenating my country's comprehensive strength. One of the most important points is education. In today's era of rapid development of comprehensive national power in various countries, the cultivation of talents is a very important part of competition. In the plan of cultivating talents in our country, five thousand years of Chinese culture reminds us to attach importance to the quality education of talents.

ACADEMIC PUBLISHING HOUSE

In recent years, with the influx of various cultures and the rapid development of society, the relatively single sports program in my country's universities has been unable to attract the interest of college students. For this reason, taking the Physical Education Institute as an example, the author set out to study the development status of tennis teaching and conditions, analyze the problems in the development of tennis in the Physical Education Institute, and put forward suggestions for reference, so as to accelerate the development of tennis in the Physical Education Institute Do your best[1].

2. RESEARCH RESULTS AND ANALYSIS

In addition to professional and responsible teachers, the prerequisites for high-quality completion of physical education courses also require good sports venues and equipment. There is no denying that the number of venues and the quality of the venues directly affect the form and scale of teaching, and will directly affect the quality of a class. However, the cost of building a new sports venue is very huge. The increase in sports venues in most colleges and universities cannot keep up with the speed of curriculum addition. The number of options for physical education courses increases, and the shortage of venue equipment will gradually be exposed. The development of sports plays a role as an obstacle.

Through investigation, it is found that there are 6 courts in China. In recent years, due to the lack of courts, the enthusiasm of many students who love tennis has been obliterated to a certain extent, and the development of tennis has been restricted to a certain extent.

2.1 The status quo of tennis equipment in sports colleges
In terms of equipment, due to the high investment cost of high-quality tennis rackets, students' lack of awareness of care will cause more serious damage to a certain extent. Students can only bring their own tennis rackets, which has a certain restrictive effect on the better development of tennis in our school. For this reason, our school needs to increase investment in tennis courts and tennis equipment. A good tennis racket is relatively expensive compared to other sports equipment. A poor-quality racket will affect the learning effect. At the same time, tennis is a consumable, a good tennis can bring a good learning experience, but also requires a larger purchase cost. If students want to get a good learning effect, they need to purchase relatively expensive sports equipment at their own expense. The equipment purchased by students varies in quality and size, and some students cannot afford the high purchase costs and do not take tennis lessons directly. These have also become stumbling blocks restricting the in-depth development of tennis and affecting the promotion of tennis [2].

Due to the limitation of teaching venues, students cannot get the expected guidance after choosing tennis lessons. The wind evaluation of tennis lessons among students will also decrease, which will weaken students' interest in participating in tennis; high equipment purchases costs directly shield part of the economy. Students are not well-off. These two situations have severely restricted the development of tennis. It is difficult for tennis to form a good campus atmosphere, which has become the chief culprit for the lagging development of tennis.

2.2 Analysis of the Status Quo of Tennis Teaching in Physical Education Colleges

Tennis teachers have a very close relationship with the development and promotion of tennis education, and the strength of teachers is guaranteed, which has a positive role in promoting the promotion and development of tennis. In the teaching of physical education, the physical education of physical education teachers is better than oral words and rumours, and better than students blindly exploring on their own. Teachers' professional demonstrations in the classroom can arouse students' interest in learning and inspire students to have teachers' guidance. Under the background of his own passion for tennis exploration.

However, according to the data, tennis teachers are relatively scarce, and the current situation of tennis education is not optimistic. There are only 3 professional tennis teachers, of which there is only one male teacher, and there are 2 non-professional tennis teachers, who are instructive teachers, non-professional tennis teachers who have not received systematic training, and 2 are in school Postgraduate. As we all know, a physical education teacher from a professional tennis background has experienced professional and systematic tennis training. In his teaching process, he is more able to adapt to the student's overall teaching than other tennis teachers of the same age but who are halfway through. Because the teacher came from a professional class, the problems encountered in learning tennis during his student days can be transferred to the experience of teaching students. With their own personal experience, professional teachers can better grasp the students' experience. Avoid making detours in the teaching process. This is not to deliberately belittle non-professional tennis teachers, but objectively speaking, professional teachers can indeed improve teaching efficiency and make it easier to achieve teaching experience with students. Resonance in learning, cultivate a good tacit understanding between teachers and students, build a harmonious teaching environment, and form a virtuous circle [3].

However, the lack of professional teachers and the unprofessionalism of existing teachers are problems that need to be solved urgently. The reasons for this situation can be attributed to: 1. Although tennis has gradually entered the public's field of vision, it has not been popularized in university professional settings, resulting in fewer talents; 2. Tennis is expensive and unaffordable for ordinary people; 3. The social demand for the tennis profession is not large. Tennis teachers who want to become a professional must have a higher level of tennis

skills; 4. The leadership does not pay enough attention to this sport and does not provide strong development support.

2.3 Tennis Curriculum in Sports College

Through interviews with some tennis teachers, there are currently two types of tennis project courses carried out by the Institute of Physical Education, one is a professional course, and the other is a public elective course (general course). The special course is generally the first choice of the social sports major. Majors and physical education students can only choose tennis as a professional course to learn tennis in the second semester of the sophomore year. Compared with professional courses, public elective courses have more courses and a wider range of students. The contents of professional courses and public elective courses are also different. The professional courses take one and a half years, and the public elective courses are studied for one semester. The length of time leads to different emphasis on the content. The public elective courses are more about the basic courses of learning tennis, while the professional courses are deeper in the basic courses. Of learning.

According to the results of the questionnaire survey: the number of tennis classes per week is 4 class hours for professional classes and 2 class hours for public elective classes. For the Physical Education College, no students choose tennis as a major at the freshman year, which means that there is no fresh blood injection. In addition, the special tennis courses are insufficient, teachers have no extra time to guide and study after class, and students have not developed the habit of practicing more after class, resulting in insufficient mastery of skills and weak; it is not a mandatory requirement for public elective courses. Many students may not choose tennis courses, so to a large extent, it is very unfavorable to the development of tennis. The other is that the professional courses are set too late, and the student base is different. In the limited time it is difficult to reach a high level of internal technical level, which will be more difficult for the selection of athletes to participate in the competition, and it is also very unfavorable for the development of tennis in our school.

2.4 Analysis of Tennis Teaching Content in Sports College

The teaching of tennis is very important. In the tennis teaching of the physical education college, the teacher's teaching mainly includes the teaching of professional courses and the teaching of public elective courses. The requirements for the teaching of professional courses are stricter, and the tennis skills required to be mastered are more and more important. More proficient, as a tennis major, you should be able to understand tennis in all aspects under the guidance of the teacher and reach a certain level of tennis; on the other hand, for students in public elective courses, you only need to be preliminary in the course. If you have a good understanding of tennis, you can achieve the effect of pulling the ball normally on the bottom line. Therefore, in this regard, the teacher's teaching is relatively lighter than the tennis professional students. However, due to the tennis curriculum of the

physical education college and the insufficient self-control ability of students, the overall level of school tennis is not high [4].

3. A SURVEY OF THE MOTIVATION, COGNITION, AND INTEREST OF STUDENTS IN SPORTS COLLEGES PARTICIPATING IN TENNIS

Regarding your motivation for participating in tennis, the results of the interest survey are 13% of those who use tennis as an employment option after graduation, 26% of physical fitness, 21% of leisure and entertainment, 13% of social contacts, 21% of hobbies, and 6% of others. Tennis is a healthy and open sport, and it is also a kind of sports and leisure culture. Colleges and universities are an important carrier for the development of tennis. Students can use tennis as a carrier to enhance physical fitness, develop skills and improve social interaction capabilities to adapt to future competition. An increasingly fierce society. On the one hand, because the market demand is small, there is demand, but the premise is that a higher level of tennis skills is necessary to ensure employment opportunities. On the other hand, if the level is not very high, employment is more difficult.

In today's information age, the influence of information dissemination of media such as TV, Internet, books and magazines on the daily study and life of college students. At the same time, these are also the main channels for college students to obtain world information. Similarly, they have a high level of knowledge and familiarity with tennis. The survey results show that 26% of the sports colleges have a good understanding of tennis options, 38% have a basic understanding, and 36% of college students have no knowledge of tennis. According to the survey on the interest in tennis of the Sports Academy, 28% of the students in the Sports Academy are quite interested in tennis, 40% are generally interested, and 32% are not.

3.1 Influencing factors of tennis teaching in sports colleges

At present, most teachers and students believe that tennis courts and other hardware facilities are the most important factors affecting the development of tennis in colleges and universities; first, there is a shortage of tennis majors in physical education teachers and their professional standards are low, and then there is the problem of school funding. Although most of the leaders are very supportive, the investment of funds is always stagnant. Tennis also has a more distinctive feature, that is, it needs a certain amount of financial support; another important factor is the professional ability of the tennis coach. Born in the calligraphy process A, the professional ability of the coach has a direct impact on the calligraphy and tennis. Only professional teachers can accurately explain the essentials of movement techniques, and students can get more fun.

3.2 Tennis Teaching Strategies in Sports Colleges

Increase the college tennis culture promotion and cultivate students' interest in tennis. Increase the construction of tennis court facilities, increase the construction of tennis courts and other hardware facilities

to meet the needs of tennis teaching and ensure that students have time to exercise, appropriately recruit professional tennis teachers, improve students' experience in tennis lessons, and improve the quality of tennis teaching. Improve students' tennis skills and increase employment rate.

4. CONCLUSION

In recent years, the rapid development of tennis sports is in line with the requirements of the times and the psychological and physiological needs of college students. Regardless of the hardware facilities or the software configuration, the development of tennis sports in the Sports Academy is still in its infancy. Compared with the huge student population, the venues and facilities are relatively small, and the number of venues is far from enough to meet the needs of students. The setting of tennis courses is not reasonable enough, and the setting of tennis professional class hours is relatively too small; the lack of professional tennis teachers, the unorganized technical level of the teachers, the difference in the basic skills of the students, the difficulty of teaching, the low level of tennis, resulting in the employment rate of tennis. The school's management leadership pays less attention to tennis than other sports; tennis courts are one of the main factors restricting the development of tennis. The school needs to increase the establishment of tennis courts and increase investment in tennis court facilities. Intensity. Tennis should be taken seriously, and schools should attach importance to the position of tennis in the construction of school physical education. Appropriately recruit professional tennis teachers, improve students' experience in tennis lessons, improve the quality of tennis teaching, improve students' tennis skills, and increase employment rates, thereby increasing the reputation of tennis among college students and enhancing the influence of tennis. This will promote the further development of tennis in schools and increase the popularity of tennis.

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Research Status and Prospect of "Non-direct Conflicts of Interest"

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Abstract: Mass disturbances without direct conflicts of interest not only disturb the normal social order, but also damage the credibility of the Party and the government. At present, the academic circles in China mainly study the specific connotation of "non-direct conflicts of interest", participation motivation, institutional causes and governance paths. Although there is no direct research on such events in foreign countries, there are abundant achievements in social conflict theories related to them, including studies on social negative psychology and social conflict function theory, etc., and systematic solutions are put forward. In the future, Chinese academic circles should focus on building a social safety valve mechanism with Chinese characteristics, and continue to conduct in-depth research centering on the establishment of database, monitoring of social emotions and the development trend of events.

Key words: Non-direct Conflicts of Interest; Literature Review; Prospect

1. CURRENT SITUATION OF DOMESTIC RESEARCH ON "NON-DIRECT CONFLICTS OF INTEREST"

Domestic studies on mass disturbances without direct conflicts of interest can be traced back to 2006. Most of the initiators concerned are journalists, whose focus is mainly on the consequences of mass disturbances without direct conflicts of interest and their negative impacts on the society. With the continuous exposure of social contradictions in China since the reform and opening up, the frequency of such incidents has been increasing, and the attention and investment of government departments and academic circles on "non-direct conflicts of interest" has also been increasing [1-3]. The research radiation mainly covers law, political science, sociology, and management. Based on the above-mentioned disciplines and research results, the current research on "non-direct conflicts of interest" in China is mainly carried out from four aspects.

1.1 The specific connotation of "non-direct conflicts of interest"

The concept of "non-direct conflicts of interest" was first put forward by journalists in China, mainly including Journalist Zhong Yuming from Outlook News Weekly. They see such incidents as a "new warning sign of social conflict". From the perspective of the event itself, its participants have no direct interest correlation with the ontology event, and the venting of dissatisfaction is the internal factor for the occurrence of such events. Huang Shunkang on which calls for "non-direct conflicts of interest" negative opinions, he thought such an event

should be referred to as "the direct conflict of interest", conflict is not completely without the participation of the subject "direct interests," take it is does not have its own "direct interests", the transfer of emotions and the existence of relative sense "non-direct conflicts of interest" statement of the lack of accuracy. Other scholars call such events "semi-direct conflict of interest", mainly based on the dual relevance of direct conflict of interest and indirect conflict of interest between ontology and variants. They believe that the participants of an event are "actively seeking interests and passively expressing actions". Although the concept of "non-direct interest", "non-direct interest" and "semi-direct interest" still exists in the academic circle, the consensus is that participants have emotional motivation, which is the main factor for the occurrence of the event. Therefore, Wen Fenghua et al. classified such events as "emotion-oriented mass incidents". He believes that the irrational elements in the event are the main factors that lead to the participants' emotional accumulation, emotional stimulation and suggestion acceptance, and these three stages are closely related to the occurrence of the event before, during and after the event. While Yu focused on "anger" characteristics, exotic sentiment orientation of events, will be such an event belongs to "mass incidents" anger, think it belongs to "cluster behavior based on venting discontent" collection based on the above views, scare from the Angle of the strata source multivariate pointed out that "there is non-direct conflicts of interest" non class conflict point of view. Xie Haijun pointed out the potential risk of violence and lawbreaking in "non-direct conflicts of interest", and defined the connotation of the incident as "non-confrontational behavior in the form of confrontation", which still belongs to the category of contradictions among the people. The statement of "non-direct conflicts of interest" by the mainstream media, such as Outlook News Weekly, has the effect of guiding and promoting public opinion. In addition, the statement is reasonable and accurate, with high social acceptance and recognition, and it is also widely used in the expression of academic circles.

1.2 The participation motivation of "non-direct conflicts of interest"

Analyzing "non-direct conflicts of interest" from a psychological perspective, the emotional factors of the participants are far greater than the general group incidents. Chen Xiangguang was the first in China to analyze the psychological trends of participants in detail from the individual and collective levels. He summarized seven ways to transform the psychological conflict energy of events into the action conflict energy. Wang

Yajun put forward the solution of "non-direct conflicts of interest" from the perspective of social mentality regulation. From the macro and micro perspectives, it puts forward the creation of the overall social psychological environment and the shaping of the public's confidence in the Party and the government, and points out the influence of the government on the individual's psychology. Liu Yong divided the psychological types of the participants into negative psychology, rejection and reverse psychology, venting psychology, blind conformity psychology and political participation psychology. Based on the accurate analysis and judgment of the psychological types, he proposed the establishment of psychological counseling mechanism. Shan Guangnai believed that the "collective emotional awakening" caused by the inducement event was the main direction of the event. In this process, the disorderly spread of rumors played the role of "shock of the scene", causing participants to have the feeling of "community of common destiny", thus "holding together for comfort" became participants of the event. Sun Demei et al. used the "iceberg model" to study negative social behaviors, analyzed in detail the three stages of social emotions: incubation period, outbreak period and regression period, and put forward reasonable Suggestions on management measures at different stages. Zhi-ling zhu's focus is on the participants' resentment, and put forward the "damage and compare" is the logic starting point of social resentment, "justice imbalance mentality" is the initial form of social resentment, "impotence" is the fermentation mechanism of social resentment, "emotional contagion and the Internet platform" is the diffusion mechanism of resentment. Gong Zhihong absorbed the viewpoint of Koset's functional theory of social conflict, and believed that the group psychology in "non-direct conflicts of interest" has two sides. The social psychology of participants is not all negative and negative, but also has positive and positive elements. Effective measures should be taken to optimize the psychology of participants.

1.3 The institutional causes of "non-direct conflicts of interest"

The occurrence of "non-direct conflicts of interest" is closely related to the institutional crux of our society. The academic circles take this event as an important window to observe the social contradictions in Our country and make extensive discussion on the causes of its formation. Liu Xiaoyun et al. studied the improper behaviors (bureaucracy, corruption, decision-making errors, etc.) of the current grassroots government and some officials, and believed that the flaws in government structure and the political psychology of public distrust are the important reasons for the "non-existence of direct conflicts of interest". Gao Chuanyong concluded through research that the institutional crux of the phenomenon of "non-direct conflicts of interest" is mainly reflected in four aspects: the channel of interest expression is not smooth, the structure of social interests is not balanced, the authority of local government is weakened, and the social governance mechanism is not sound. As a defect.

He sees the conflict as a strong manifestation of China's increasingly complex social contradictions. Only by reforming the core of the system can the country achieve long-term peace and stability. Chen pointed out that the contradiction between the government and the people is an important reason for the formation of mass incidents. He concretely analyzed the forming mechanism and expression form of the contradiction between the government and the people, believed that the contradiction between the government and the people would make The Chinese society fall into the predicament of mass disturbance, and put forward the concrete measures to break through the dilemma of the contradiction between the government and the people. Governments and people. Zhou haisheng found that there are three defects in local governments' response to "non-direct conflicts of interest": first, the wrong concept; second, institutional obstacles; third, improper on-site response. Ran guangxian believes that vulnerable groups play an important role in the "absence of direct conflicts of interest." This is because the social injustice in the transitional period is prominent, and the power of the vulnerable groups is not fully guaranteed, leading to the change of the party's governing resources and providing the soil for the breeding of contradictions.

1.4 The governance path of "non-direct conflicts of interest"

Because the event of "non-direct conflicts of interest" is extremely destructive and poses great challenges to the effective governance of local governments, the research on its governance strategies has always been the focus of academic circles. Wang Yan et al believe that the resolution of "non-direct conflicts of interest" should follow the following concepts: people-oriented as the fundamental principle of resolving conflicts, inclusive and noble as the psychological guarantee of resolving conflicts, Shared benefits as the internal appeal of resolving conflicts, fairness and justice as the fundamental goal of resolving conflicts. Gu pointed out several mistakes that local governments have made in dealing with "non-direct conflicts of interest," such as blindly dealing with cadres, delaying by "hiding," or simply "buying stability with money." She suggested that local governments should speed up the construction of prevention mechanisms to form a new way of thinking in response to events. At the same time, standardize the accountability mechanism and strengthen the psychological training and psychological counseling of county and township leaders. From the perspective of improving the credibility of the government, Li Zhiqiang et al. explored the governance path of "non-direct conflicts of interest". They believe that the government should enhance policy credibility, integrity credibility, credibility and political control credibility. Qian Studied the government's response mechanism, and believed that relevant departments should improve the emergency coordination system, build an institutionalized and normalized response platform, and actively guide the public to express their interest demands legally in the process of managing "non-direct conflicts of interest".

interest". Based on the specific analysis of the causes of the event of "non-direct conflicts of interest", Cheng Kun proposed to solve social contradictions by innovating social management methods, such as innovating social wealth distribution mechanism and innovating social management organization mode. Huang Gang believes that "non-direct conflicts of interest" is essentially a conflict of interest, and the reasons such as unequal power and the gap between rich and poor cause the disadvantaged groups to have a "relative deprivation psychology", so this kind of conflict event is not a simple emotional venting, but a group event that indirectly expresses interest demands. To fundamentally resolve such conflicts, we must, on the one hand, fully develop the economy, continuously improve people's livelihood, and enable the people to share in the fruits of reform. On the other hand, we should pay special attention to the protection of the rights and interests of vulnerable groups, and actively improve the distribution and social security system.

2. FOREIGN RESEARCH ON "NON-DIRECT CONFLICTS OF INTEREST"

The research on group incidents without direct conflict of interest in foreign countries is different from that in China. In China, a certain phenomenon of social conflict is defined in terms of China's national conditions, while in foreign countries, it is mainly focused on social conflict. It belongs to the research category of social conflict in foreign countries and has gradually formed the theory of social conflict. This theory is also applied to group incidents without direct conflict of interest to some extent in China. However, based on the Chinese context, the disciplines, research attributes and countermeasures are also different.

2.1 "Non-direct conflicts of interest" is a universal international social contradiction

"Non-direct conflicts of interest" is common not only in China, but also abroad. Take two events in Paris, France, in 2005 and 2007, and the Greek riots in 2008 as examples. The public has been dissatisfied with a certain system for a long time, and collective catharsis occurred under the guidance of a specific event. These events all have obvious characteristics of "no direct benefits".

Based on Michel, a French political scientist. Bern's summary of the Paris riots shows that the first characteristic of such events is that they have obvious unclear goals, which is mainly reflected in the expression of social emotions, without pertinence and directivity. The second characteristic is violence and lawlessness, mainly reflected in the fire prevention of burning cars, shops, schools and physical attacks on the police. The third is the lack of organization, mainly in the form of short messages to inform reporters to gather, a wide range of coverage but lack of organization. The fourth is the periodicity is long, the general duration is more than 20 days. The fifth is the youth of the participants. The rioters are mainly the descendants of African immigrants aged between 14 and 20. The riots in Greece have something in common with the riots in Paris in France. Sporadic events are the main cause of the riots. The characteristics of wide

participation and resentment make the focus shift from individual events to government-oriented events. In a word, from the summary of foreign riots, it can be found that the main factors are the social injustice and the psychological imbalance and the sense of relative deprivation caused by the widening gap between the rich and the poor, while the difference and discrimination of ethnic, religious and cultural is another kind of guidance. The problems such as the lack of interest expression and the lack of early warning mechanism are still the main factors that plague foreign governance.

2.2 Main results of foreign research on "non-direct conflicts of interest"

The research on "non-direct conflicts of interest" in foreign countries is mainly carried out on the aspect of social conflict research, and the research time span is wide, dating back to the 16th century. The leading researchers were Machiavelli in the sixteenth century, Hobbes in the seventeenth, and Marx in the nineteenth. Weber, etc. Based on the previous research on social conflict theory, the modern social conflict theory has been constantly improved and matured.

Deprivation and frustration are important causes of conflict. According to Lewis Coser, every society contains factors of realistic conflicts, and roles based on social distribution and norms are automatically determined, so resources will become objects of contention. Influenced by Max Weber, he proposed that deprivation and frustration were the root causes of social conflicts. The narrower the means and channels for people at the bottom to obtain and appeal scarce social resources, the more setbacks they will encounter in the pursuit process. The conflict with expectations will lead to the accumulation of dissatisfaction among social members, and the catharsis of social emotions will easily occur in the case of narrow channels. A kind of social system, it relieves the allocation of scarce resources disgruntled members of the underworld, such social members of the channel, the less their anger, their selectivity is lower, the more they tend to doubt the rationality of the existing system, lack of discontent channel members of society feel self deprivation, they may question the existing distribution. Legality of means; If mobility was allowed, members of the lower classes would prefer to move up into the upper classes. The less sexual and open they are, the more likely they are to have a negative impact on the legitimacy of the existing system. The lower members of society are more absolute. When deprivation becomes relative deprivation, the more unfair they feel, the more likely they are to oppose the existing system.

Negative emotions in the process of modernization will lead to social instability. Huntington, a famous American political scientist, put forward a famous proposition in his book *Political Order in Social Change*. In the process of modernization, people will have a sense of social frustration, which will affect the stability of the society. They are linked by a causal chain and thus: modernization = social instability. In the process of modernization, due to the influence of specific social and historical

conditions, there are often a variety of social phenomena. The first is the collapse of the traditional social group pattern. This is very common in the process of modernization, and at the same time, it has an impact on the traditional pattern of groups. The rate of population mobility is constantly increasing compared with the past, so the rate of access to opportunity resources varies from person to person. Second, the emergence of the nouveau riche. In the process of modernization, due to the acceleration of population mobility, the new economic status is also constantly updated, the emergence of the nouveau riche in the process of social change has become a common phenomenon. Third, the gap between the rich and the poor is widening. During social changes, the gap between the rich and the poor is not obvious in the closed environment under the same conditions. However, with the acceleration of regional mobility, the widening gap between the rich and the poor has become the social norm. Fourth, the distribution of rights to obtain differentiation. This leads to changes in the number of different groups, and social inequality is easy to occur. The above phenomena will breed negative social emotions and pose a challenge to social stability.

Conflict has the function of defusing hostile feelings. Lewis Coser inherited the concept of "social conflict is conducive to stability" from Simmel, a German sociologist. He believed that social conflict, although to a certain extent, has negative effects on the society, it also has positive effects such as balance, stability, innovation, and integration. He believed that the society is composed of many parts, so friction and conflict are hard to avoid. And moderate conflict can not only release social discontent, but also prevent the social system from becoming rigid. The "functional theory" of social conflict is conducive to a more comprehensive view of mass disturbances. On this basis, he also put forward the idea of easing social contradictions, that is, to establish social safety Valve. The threat to society posed by hostile sentiments is eliminated through flexible coordination and release mechanisms. Ralf G. Dahrendorf attributed the root of social conflict to authority relations and proposed the theory of social suppression model. He believes that social conflict does not originate in psychology, but is entirely structural. In his view, the existence of conflict is reasonable and can be regulated by institutionalized means. In his two books, "Theoretical Discussion of Social Conflict" and "Class Conflict in Industrial Society", he elaborated on a series of countermeasures to mediate social conflict by institution, such as providing negotiation channels and formulating rules for dispute settlement.

2.3 Main measures to avoid "non-direct conflicts of interest" in foreign countries

We will improve the social security system. A perfect social security system has a moderating effect on the resolution of social conflicts, and the promotion of social security is to vigorously develop the economic level. Only based on material security can it play a supporting role in resolving social conflicts. After World War II, the primary task of most countries in the world was to restore

economic production and improve economic strength, to provide favorable conditions for the development of social services and the improvement of social security. The second is to establish and improve the social security system to improve the satisfaction and sense of gain of social groups. Some western countries advocate the establishment of welfare states, whose origin lies in the influence of the idea of social cost. Raising pension, perfecting medical service system, and improving medical security service level are effective means to promote social progress. The system of high welfare and high consumption in some northern European countries has made social security completely free of worries, thus reducing social conflicts.

Establish a mechanism for resolving conflicts. Based on fully absorbing historical experience, western countries have conducted legal and institutional guidance and early warning on such incidents. At the practical level, the United Kingdom, the United States, Germany, and other countries have set up a set of emergency early warning mechanism, which includes a series of institutional guarantees for guiding the movement of the rioters, regulating their emotions, dealing with emergencies, and reporting to each other. There is evidence to be followed and laws to be followed in the management and response of social crisis, the guidance and guidance of social discontent, the emergency plan and special guidance of practice outbreak. At the same time, the conflict elimination mechanism also reduces the processing time to the maximum extent, realizes the maximum degree of control and regulation, and provides a guarantee for preventing the deterioration of the event.

We will raise the public's awareness of the rule of law. The improvement of citizens' concept of rule of law is a key link for foreign countries to grasp. In the riots in Paris and Greece, African immigrants made up the majority. These are also closely related to the educational level of these groups. The social integration of this group is not high, the economic level is low, the social acceptance is low. In this case, the weak legal awareness can easily lead to the uncontrollable development of events, leading to emotional catharsis and some illegal and criminal behaviors. The United Kingdom and the United States and other countries attach great importance to the education and publicity of the rule of law, so that the concept of the rule of law is deeply rooted in the hearts of the people, so as to play a rational way to deal with the regulation of dissatisfaction. In addition, professional training should be given to competent departments and staff to increase their concept of the rule of law and their behaviors in law enforcement usage, to play a coordinating role in rational law enforcement and reasonable guidance when incidents occur.

3. SUMMARY AND PROSPECT

First, China's voice needs to be strengthened. At present, domestic research on the phenomenon of "non-direct conflicts of interest" is mainly concentrated in the disciplines of law, politics, sociology and so on, and the research results from the perspective of Marxist theory are relatively limited. As a macroscopic subject, Marxist

theory can draw on the strengths of others for a more comprehensive study. We should take the latest theoretical achievements in sinification of Marxism as a guide to resolving new problems in the new era, constantly promote the modernization of China's governance system and capacity, resolve conflicts in the bud, and resolve such mass incidents at their root.

Second, operability needs to be strengthened. Many domestic scholars have paid attention to the emotional factors in the event of "non-direct conflicts of interest" and conducted multiple discussions, such as what characteristics it shows and how it forms. And on this basis, put forward a lot of positive and feasible countermeasures, such as innovation system, pay attention to people's livelihood, economic development, protection of the rights and interests of the disadvantaged class. But most of these measures are macro, and the resentment behind "non-direct conflicts of interest" is imprecise. The "safety valve mechanism" in the western social conflict theory has a strong reference significance for alleviating the bad social mentality. However, how to build the safety valve mechanism in China, that is, the construction of social safety valve mechanism with Chinese characteristics, is still in the initial stage of academic exploration.

Third, the mechanism of social emotion regulation needs to be constructed. "Non-direct conflicts of interest" reflects the most immediate problem of all: popular resentment. The root of popular resentment is a negative social emotion. Around the analysis, monitoring and early warning of social emotions, our academic research is still insufficient, especially empirical research is very scarce. Even if there are individual research results, they are relatively scattered, and operability is not strong. In the era of "we Media", Internet public opinion, due to its anonymity, swiftness and universality, has a great incitement effect on social emotions. How to build the social emotion control mechanism in socialist countries is also a prominent issue facing the Party and the government.

Fourth, the relevant database needs to be established. "Non-direct conflicts of interest", as a violent mass incident, has certain sensitivity. At present, academic research materials mainly come from official bulletins and relevant works of government officials, and primary materials are very scarce. Whether the data is objective determines whether the research results are objective. Some domestic scholars have made some achievements in the establishment of the database of group events, but no scholars have been able to complete the establishment of the database without direct conflict of interest.

Fifth, the occurrence of trends need to be anticipated. For the research on the trend of "non-direct conflicts of interest", the existing research results are still insufficient. In the first decade of this century, the incidents of "non-direct conflicts of interest" in China are relatively frequent, but they have been weakened to some extent. Is it because since the 18th National Congress of

the Communist Party of China (CPC), China's governance capacity and governance system have been constantly modernized, and community-level governments have been comprehensively improved in their ability to prevent and defuse major risks? Or is it that with the deepening of comprehensively governing the Party with strict discipline, the people's satisfaction with the Party and the government has gradually increased, and the "enemy officials" feeling in society has been alleviated to a certain extent? Empirical research on these aspects, the current results are scarce.

Sixth, the study of similar events abroad needs to be deepened. As for the phenomenon of "non-direct conflicts of interest" in foreign countries, there are no scholars involved in China's academic circle at present. Although "non-direct conflicts of interest" is a specific title in the context of our country, it does not mean that there is no similar social conflict in foreign countries. Western capitalist countries, because of their widespread human rights, race, immigration and religion and other irreconcilable contradictions, social conflict phenomenon emerged one after another. Riot has a certain similarity with "non-direct conflicts of interest" in the context of China. But at present, domestic scholars' research on the riots in western countries has not been in-depth, and the beneficial results obtained by Western scholars have not been converted to a relatively high degree.

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Interpretation of The Classical Aesthetic Conception of Chinese Films in The Field of Narratology

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Abstract: Chinese films can be recognized and accepted by the world, in a deep sense, it is actually a matter of cultural and aesthetic acceptance. This paper discusses and interprets the aesthetic value of Chinese films from the perspective of narratology, aiming at the narrative application of the three features of classical aesthetics, lyric expression, freehand brushwork and philosophical thinking in Chinese films. To Chinese film creators with the creation of film culture connotation provide improvement method and the direction of reference and reference, will trigger a film market investors and creators of classical aesthetics, culture, etc blend in the review and reflection in the movie, strong support from the market to be more targeted improvement direction late movie creation.

Keywords: Narratology; Chinese films; Classical aesthetics; Artistic conception

1. INTRODUCTION

With the rapid expansion of Box office in China today, commercial films tend to be more and more typed, and films with topics can easily surpass 100 million yuan in the market. Chinese-language films in a market economy as if for a belongs to own survival strategy, market seems to be a so-called prosperity of the Chinese film market, but the vast majority of lose the artistic level of the film are misleading the audience's aesthetic demand, movie audience's aesthetic demands further limits the type of film creation. In addition, with the formation of industrialization and marketization of film art, film art is becoming more and more commercialized as it goes down from the altar. Some creators also seem to ignore the beauty and connotation of the artistic conception of Chinese classical aesthetics, and blindly pursue secular entertainment and profit maximization, or blindly catch up with the process and mode of Western films, making Chinese films without Chinese characteristics [1-7].

Obviously, Chinese film is not just a concept of communication region or audience market. The reason why it can be distinguished from English films or films in other languages is that Chinese classical culture and aesthetics have exerted a profound influence on its form and content. The fact that Chinese films can be recognized and accepted by the world is, in a deep sense, a matter of cultural and aesthetic acceptance. This paper discusses and interprets the aesthetic value of Chinese films from the perspective of narratology, aiming at the narrative application of the three features of classical

aesthetics, lyric expression, freehand brushwork, and philosophical thinking in Chinese films. To Chinese film creators with the creation of film culture connotation provide improvement method and the direction of reference and reference, will trigger a film market investors and creators of classical aesthetics, culture, etc blend in the review and reflection in the movie, strong support from the market to be more targeted improvement direction late movie creation.

2. FREEHAND NATURE OF NARRATIVE SPACE

Artistic conception is an important concept in the category of Chinese classical aesthetics and has exerted an important influence on later literary and artistic creation. The theory of artistic conception includes many kinds of fields, such as poetry theory, painting theory and music theory. In addition to the uniqueness of national aesthetic pursuit, artistic conception has some essential characteristics. It is not only contained within, but also grows outside. It is the concrete unity of feeling and reason, the height of form and god, the harmony of being and nothing, the mutual set off of virtual and real. Chinese films pursuing artistic conception not only inherit the classical literary and artistic creation techniques and spiritual power from the perspective of creative methods, but also cover and convey ancient and profound Chinese philosophical theories in their artistic works. The study of artistic conception theory in the field of narratology refers to the use of narratology to study artistic works with artistic conception beauty characteristics. Not only lyric works, such as poetry and prose, reflect the beauty of artistic conception, but also in the film with strong narrative.

In order to tell a good Chinese story, shoot a good Chinese film, and disseminate Chinese classical aesthetics, artistic conception is indispensable in the narrative structure. *Crouching Tiger, Hidden Dragon*, which won four Oscars including best Foreign language film at the 73rd Academy Awards, is a case in point. "Crouching tiger, hidden dragon" of Chinese classical aesthetics, traditional interpretation to a new level, "crouching tiger, hidden dragon" to "Confucianism", "dao", "Buddha" three as the representative of Chinese classical aesthetics as background, based on task Li Mubai, Yu pauses character building, stood the "born" in the traditional Chinese Confucian culture, "wto" and "righteousness" the soul of Confucianism, comply with the Confucian moral implicit feelings between the hero and heroine. Both embody the essence of Confucianism. Its photography, stage design,

action, music and so on all embody the strong Chinese "Taoist" classical culture charm, the scenery, props Chinese freehand landscape painting general arrangement; The free and easy poetry of the action of fighting; The music of the whole movie USES the deep cello tone to create a kind of indifferent sadness and calm melancholy atmosphere. All of them reflect the feelings of the Chinese classical aesthetics "Tao". In the end, Li Mubai gives up the ego to transform the jade Jiaolong, which is exactly the core meaning of The Buddhist thought of universal beings, no desire, and no desire. Because of the deep understanding and perfect interpretation of the Chinese classical aesthetics, can create such a successful work. This film has brought into full play the aesthetic requirements of Chinese classical aesthetics in pursuit of artistic conception and beauty, and conquered the hearts of Chinese and Western audiences with Chinese traditional culture. The aesthetes have generated emotional identity in watching film works, which is a successful example of the combination of Chinese traditional culture and modern art.

3. LYRICISM OF NARRATIVE CONTENT

Mr. Wu Lifu said: "The combination of scenes and scenes creates artistic conception". Therefore, the main aesthetic feature of artistic conception is the blending of scenes. It mainly refers to the fusion of the aesthetic subject's feeling and the object's image, and the artistic conception surpasses the concrete image on the basis of the aesthetic image, and expresses the infinite implication with the limited space and time, so as to achieve the philosophical thinking and reflection of life. In order to convey emotion by scene, enlarge emotion by scene, create artistic conception beauty, expand and enrich emotion expression domain. Then in the scene blend of time and space to generate a more broad and far-reaching artistic conception.

In the creation of the artistic conception of the film, the creation of the concrete atmosphere can make the viewer's emotion and the constructed scene merge and reflect each other, and thus cause resonance, to achieve the sublimation of emotion.

For example, the film "Yellow Earth" in the construction of northern Shaanxi, China, the regional characteristics of the unique. With the unique highland scenery in northern Shaanxi, the film constructs a wide and barren wasteland. The magnificent picture is connected by overprinting, and the song of Xintianyou in northern Shaanxi shows the unique regional customs of northern Shaanxi to the audience. Moreover, the collective performance of waist drum in northern Shaanxi is used to contrast the strong red and large yellow, thus achieving the grand and sad overall audio-visual effect. The water of the swift Yellow River contains power in its oppression. In addition to highlighting regional characteristics, the film also allows viewers to apply their emotions to the picture, which will arouse ideological resonance when the scenes blend together, so as to feel the sense of time and oppression. It creates a film scene with a Chinese flavor and inadvertently presents the psychological state of the characters, which constitutes a profound artistic

conception of blending scenes and supporting feelings with scenes.

There are many other films that construct artistic conception and create the blending of scenes. For example, in the film Tuya's Marriage directed by Wang Quan'an, the Gobi Desert is not only the background of narrative space, but also the emotional image expression of the works. The director grasps the quality of people on the grassland and the spiritual temperament of the prairie desert landscape, strengthens the subjective feelings in the scene, presents as many actions as possible under the boundless wilderness, and makes the environment the best interpretation of herdsmen's spiritual temperament. Let the natural space and time and emotional rhythm interweave together, make people endless aftertaste. There is also the transcendence of Jiangnan in Spring in a Small town, and the indifference of ink landscape in The Assassin. The creation of artistic conception in these films is more a reflection of the blending of scenes and the interesting embodiment of Chinese cultural spirit.

4. PHILOSOPHICAL NATURE OF NARRATIVE THEMES

In the narrative context, the conveying of the artistic conception of the film and the reception of the audience are a kind of deep spiritual communication. Nowadays, the pace of society is so fast that people just lack such deep spiritual communication. In the process of creation, the author consciously pursues the beauty of artistic conception and leads the audience to break through themselves, think in a higher philosophical level and explore the ultimate meaning of life through artistic means, so as to avoid the mistake of "kitschy" in films.

In the pursuit of the beauty of artistic conception, Chinese films can often feel the deep reflection of humanity and the light of philosophy. For example, Farewell My Concubine by Chen Kaige presents two levels of themes from the outside to the inside: the first level is the struggle against the outside society. Director Chen Kaige chose to use a relatively complex and delicate narrative structure to show the film characters' struggle with the external society, and expressed the deep humanistic concern. On the second level, it reflects on the relationship between self-identity and the external world, deconstructs and then reconstructs the individual. Finally, it can transcend itself, generate higher philosophical thinking and try to explore the ultimate meaning of life. In Farewell My Concubine, Cheng Dieyi is confused between dreams and reality, and "goes off the deep end" in the line "Life is like a play, and a play is like life". I do not know why I am a person, this is a similar "Zhuang Sheng Xiao dream fan butterfly" philosophical proposition. Films with artistic conception will adopt meaningful forms and examples, or create special and extreme situations in the film text for people to think and imagine, to explore philosophical topics and explore the meaning of life, which is also the highest level and ultimate pursuit of artistic conception of Chinese films.

The current situation of Chinese films is in a very delicate and complex situation. On the one hand, the

popularization and pursuit of corresponding commercial value should be considered; on the other hand, the elegance of art should also be considered. However, it is necessary for film art to be ideological and philosophical. In this era, there is no shortage of works, and what is lacking is the real fine art of film. Philosophical thoughts are the commonness of many great artistic works.

The pursuit of artistic conception of the film narrative not only in a variety of audio-visual language as freehand, in the narrative method of emotion, but also with a valuable cognitive philosophical sublimation as the ultimate goal of narrative. So to keep the film in Chinese philosophic thinking, in turn, increase the value of the local culture, to express, through the artistic conception in the movie to dig deeper into the national spirit, showing China's unique culture and its rheology, not only let the world know China, awaken their citizens national culture memory, also to promote Chinese film in the development of domestic and internationally.

5.CONCLUSION

Culture for the influence of the movie camera language and narrative structure is various, strive for a more in-depth aesthetic cultural vision and interprets the meaning of movie space in the form of narration coincides with a traditional Chinese narrative logic, is more likely to promote Chinese culture and classical aesthetics aesthetic artistic taste and value under the consensus, and the visible influence common blend film culture and narrative, the film itself art value and marketing has the effect that cannot ignore. In recent years, with the advent of the market economy, the trend of excessive commercialization and entertainment of Chinese films has become increasingly prominent, and the rising box office cannot cover up the defects of some films, such as vacuity, lack of nutrition and formalization. Its general pursuit of Hollywood's "big investment, big production, big market" business model lacks of narrative shortcomings and exploration of humanistic spirit, so that it can't tell a film story well. Its problems also mainly

focus on the story is not good without flesh and blood plump sex, lack of historical common sense can not perspective lofty realm, no beauty is not attractive more difficult to move people and so on. Cultural concepts determine the construction and selection of narrative forms. If film narration is to be based on the realization of beauty, it is not only necessary to blindly pursue technological innovation and progress, but also necessary to fully explore the cultural heritage of one's own nation, adhere to give full play to national characteristics, and draw nutrients from Chinese classical aesthetics. Returning to the Chinese classical aesthetics and actively absorbing and integrating the expressive methods full of vitality in the Chinese classical aesthetics will become the Chinese films to enhance the cultural style and highlight the national character and national image. Only in this way can Chinese films go abroad with rich historical and cultural deposits.

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Construction and Operation of College Students' Innovation and Entrepreneurship Education Practice Platform based on Studio Model: Take Yoga Project as An Example

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Abstract: College students' innovation and entrepreneurship education is an indispensable and important part of college education. This study takes "Internet+" college students' innovation and entrepreneurship Silver Award project -- "Jingjie Xinyi" Yoga studio as a case. Specific in this college students' innovative undertaking education practice platform, appropriate static world heart yoga studio project innovation points and the characteristic, application prospect and school manner, implementation and results, entrepreneurship education for university students' innovation practice platform construction, the college students' self-employment project content, reform of college education practice to provide certain theoretical and practical reference.

Keywords: College students' innovation and entrepreneurship education; Construction and operation of practice platform; Yoga studio

1. INTRODUCTION

In the context of the severe employment situation, it has become an indispensable part of college education to inspire students' consciousness of innovation and entrepreneurship and guide them to form innovative and entrepreneurial thinking. Platform for the construction of the college students' innovative undertaking education practice, and can be substantial solve the problem of college students' self-employment, employment, etc, to cultivate college students' ability, to apply the theory and skills of learning will be class, the real application in social practice, effectively improve the utilization rate of knowledge and to adapt to the working condition after graduation in advance, improve the work ability and the consciousness of the college students [1] Let college students have the consciousness of serving the society before they go out of school. The integrated development of colleges and enterprises can effectively promote the transformation of college personnel training mode and teacher education concept, seamlessly integrate the "learning" and "application" of college students, and truly realize the application of what they have learned, to enhance the core competitiveness and strain capacity of college students in the workplace [2].

At present, the college students' innovative entrepreneurship education in colleges and universities

have, as a significant move for personnel training, but in the context of innovative entrepreneurial project content, most innovative entrepreneurial project looks roughly can be achieved, but truly implement landing because of the difficulties and obstacles to the implementation of the project, it should inspire us from the early stages of project design innovation entrepreneurship practice platform construction, the most easily to the implementation of the plan and scheme, for the middle and later periods of the platform before the construction and operation of lay a solid foundation.

This study takes "Internet +" Silver Award project for College students' Innovation and Entrepreneurship in Liaoning Province -- "Jingjie Xinyi" Yoga studio as a case. Jingjie Xinyi Yoga studio project incubation, for the school students to build a multi-functional education practice platform. At the same time, it also creates a practical community studio fitness model with low investment and easy operation for graduates and unemployed college students. The project encourages students to improve their innovative spirit, practical ability and sense of social responsibility. The project has strong operability, business philosophy and mode are easy to incubate, and it is closely connected with employment, which can effectively relieve the employment pressure of college students [3]. The project is forward-looking and plays a positive auxiliary role in the teaching reform of the major. Proper operation and promotion in the later stage can produce certain social value.

2. FEATURES AND INNOVATIONS OF THE PRACTICE PLATFORM

2.1 Features of the practice platform

2.1.1 Advance of the practice platform

College students' innovative entrepreneurial education practice platform - "static heart appropriate" yoga yoga studio team by shenyang institute of physical education of teachers and yoga ZhuanXiuBan students, including a yoga teacher in shenyang sports college associate professor, professor is mainly responsible for fitness yoga specialized theory and the practice course, at the same time, many times by transferring to the director of the national fitness yoga open and finals, state general administration of sports and social sports guidance center directing committee of the national fitness yoga training

lecturer, accumulated rich theory and practice of yoga; The studio team members are all national fitness yoga open or finals champion. The strong team and the support of Shenyang Institute of Physical Education ensure the professionalism and reliability of the practice platform, and its service quality is better than other yoga studios in the same industry.

2.1.2 Uniqueness of practice platform

Studio set up traditional yoga studio in addition to groups outside teach yoga classes and private, also provide "yoga take-out service", studios take a yoga class to the unit service, to meet the enterprises and institutions, government agencies, institutions for training yoga practitioners demand, eliminating the yoga learners' traffic, time, cost, studio and champion course at the same time, by the national fitness yoga champion online guide yoga practice yoga enthusiasts for safety science.

2.2 Innovation points of the practice platform

2.2.1 Combine classroom learning with off-campus practice to improve the learning effect.

In previous teaching, the students to practice near graduation internship found knowledge owe cannot return to the classroom learning, studio provides students with learning and practice platform, students in the process of practice, according to the need to call in the theory of knowledge and skills they learned in class, through the social practice insufficient found herself in the classroom learning and advantages, and make a reasonable adjustment, make learning more targeted and direction, really put this to use. At the same time, it is also conducive to teachers to carry out teaching, teachers understand the market and customer needs, according to the social needs of the implementation of talent training.

2.2.2 Build a "1km fitness circle"

The studio is in the community, committed to creating a "1km fitness circle" for residents, so that residents in the community can enjoy professional yoga class services at the "door", save transportation and time costs, easier to keep fit.

2.2.3 Realize the function of the university to serve the society

Studio to public fitness yoga classes, yoga, yoga salon will boost for the platform construction, and form of knowledge sharing for the community residents popularize knowledge of fitness yoga and guide scientific fitness, real play to the university social service function, at the same time improve the visibility and credibility of experimental platform, promote college teachers social influence and credibility.

2.2.4 The practice platform will launch the "0" RMB franchise policy

The practice platform is flexible in operation. In order to encourage college students and college students within two years after graduation to start their own businesses, the "0" franchise policy is launched, and yoga-related technical guidance and operation guidance after joining are provided to college students. The practice platform encourages students to start more businesses, which not only relieves the pressure of employment, but also inspires young people to actively seek suitable job

opportunities, and absorbs more fresh blood for the fitness yoga industry.

3. APPLICATION PROSPECT OF PRACTICE PLATFORM AND SCHOOL ATTITUDE

3.1 The construction of practice platform promotes the rapid implementation of innovation and entrepreneurship education training base in colleges and universities

At present, the innovation and entrepreneurship education of college students in China has been attached great importance by various universities. The academic theory and curriculum system have been gradually improved, but the practical teaching is still deficient and needs to be improved [4]. At present, the innovation and entrepreneurship education of college students in China still exists in the stage of imparting theoretical knowledge, mainly in the form of holding college students' innovation and entrepreneurship competition, lectures and so on. Although it can inspire students' consciousness of innovation and entrepreneurship to some extent, it does not lead students to carry out innovation and entrepreneurship practice from the perspective of practice and essence [5]. "Static heart appropriate" yoga studio in the basis of college students' innovative undertaking competition, lead the students in college, engaged in the specialty related social practice in advance to apply knowledge to social practice, to give students a chance to learn and practice, through the social practice in the process of discovery learning, and make appropriate adjustments in a timely manner. While enriching college students' after-school life, it has realized the close integration and connection between classroom theory and social practice. "Jingjie Xinyi" yoga studio practice platform, low input cost, easy to operate, easy to market promotion, more conducive to the rapid landing of innovation and entrepreneurship education training base for college students of Shenyang Institute of Physical Education.

3.2 The school's attitude towards the construction of practice platform

Shenyang Institute of Physical Education attaches great importance to the development of innovation and entrepreneurship education for college students. It has set up relevant departments for the management and planning of innovation and entrepreneurship programs for college students, and regularly holds innovation and entrepreneurship competitions for college students. Students are encouraged to participate in the innovation and entrepreneurship competition. There are also special teachers to guide students' innovation and entrepreneurship projects, and relevant experts are organized to conduct guidance and evaluation. The university issues relevant documents on the development of college students' innovation and entrepreneurship, and subsidizes corresponding research funds for college students' innovation and entrepreneurship teams, and can make special funds to ensure the orderly progress of college students' innovation and entrepreneurship work.

4. IMPLEMENTATION PROCESS OF PRACTICE PLATFORM

4.1 Teaching accumulation before the construction of the

practice platform

In order to meet the needs of the society, In 2004, Shenyang Institute of Physical Education opened a fitness yoga course for undergraduates, which opened a precedent for yoga to enter universities and carry out talent training. In 2010, Shenyang Institute of Physical Education enrolled the first batch of yoga graduate students. After more than ten years of teaching accumulation, Shenyang Institute of Physical Education has trained a large number of yoga direction professionals, formed a unique teaching style. The teaching outline has been revised for three times, the course system has been optimized, the teaching content has been continuously improved, the attention has been paid to the practical teaching links of students, and the attention has been paid to the cultivation of the practical ability of students in the direction of yoga.

In line with the philosophy of teaching, scientific research and training, the fitness yoga team of Shenyang Institute of Physical Education was established in 2010. After into 10 years of experience accumulated, yoga school team on behalf of the shenyang sports college take part in the national and provincial health yoga competition, outstanding achievements, laid the shenyang sports institute yoga project in the leading position in the national colleges and universities, also has trained a large number of outstanding, excellent yoga specialized talented person, for the construction of experimental platform and operation laid a good foundation.

4.2 Implementation plan of practice platform

First, considering the convenience of student participation and the ease of operation of the studio, the studio was in the community near the school. We choose to rent idle houses in the community, give priority to soft decoration, and use green plants to create a comfortable environment suitable for yoga practice, to reduce and save the cost of project investment.

Second, the studio members used their spare time to conduct market research in various yoga studios in the city, collect and get familiar with the most popular course setting and teaching characteristics at present, and the general operation mode of each yoga venue. In addition, it is also necessary to investigate the customary leisure time, needs and hobbies of the community residents around the studio, and then design and determine the course setting and teaching content suitable for the studio according to the conditions of the studio.

Third, after the end of the market survey, the studio members are clearly divided into different roles. All the members act as yoga instructors, and then each student member is assigned a variety of management positions, such as store manager, sales director, planning, etc. After the clear division of labor, the rules and regulations of the studio shall be formulated and the responsibilities shall be considered to ensure the smooth operation of the studio.

Fourth, invite relevant professors and business managers to carry out corresponding training for studio members. From the publicity and sales in the early stage, curriculum setting and reform, further promotion and franchizing in

the later stage, it is necessary to carry out comprehensive and detailed training for student members, so that students can have an intuitive and overall concept of the operation of the entire studio.

4.3 Implementation process and operation of the practice platform

(1) In early September 2018, set up a post-promotion team for college students' innovation and entrepreneurship projects, divide the work among the members, plan the project before promotion, and then conduct relevant market research.

(2) In late October 2018, carry out project expansion site lease negotiation, set up publicity plan to recruit members, course content and course type according to market research results. Publicity can be carried out in the form of WeChat, various network platforms, traditional ground promotion, outdoor publicity, and open classes in various communities.

(3) From October 2018 to May 2019, appropriate yoga curriculum reform should be carried out according to market demand and current courses. According to the conditions of the studio itself, relevant yoga courses are set up to ensure the quality of members' practice and pay attention to the feeling and effect of members' practice.

(4) From May 2019 to November 2019, summarize the number of staff served by the studio since its establishment, the contents and types of courses carried out, the contributions made by each participant to the studio, the gains, and feelings of each participant, etc., and make a summary of the operation of the studio by the project leader.

(5) From January 2019 to October 2020, the sustainable development stage of "Jingjie Xinyi" Yoga studio project. Studio operation late derivative of project development plan, the studio has certain management experience, can develop fitness yoga studio courses "take-out" service, open the "0" yuan join channel online yoga, yoga skills performance services, such as revenue for the studio, increase profits, in the back, on the basis of input costs, create more profits.

5. BENEFITS AND ACHIEVEMENTS OF THE PRACTICE PLATFORM

Through participating in the yoga studio project of "Jingjie Xinyi", the students' learning enthusiasm in class has been significantly improved, and the corresponding yoga motor skills have also been significantly improved. Actively participated in the national fitness yoga competition, and achieved considerable results. "Jingjie Xinyi" yoga studio has successfully settled in Dachang incubator base of Shenyang Institute of Physical Education. With the help of the incubator base, the studio will set up a chain and scale. Due to the studio's low initial investment cost, comprehensive and reasonable staffing, and the completion of various plans on schedule, the studio project can continue to attract more like-minded students to join. It alleviates the employment pressure of college graduates, and solves the problems of college students' starting businesses and getting employed to a certain extent.

Take the studio as the platform, launch a variety of

courses, achieve technical output. At present, the studio provides paid services for more than 200 members from 3 universities and 5 enterprises. To provide professional guidance for the national freestyle skiing Halfboard and double board youth teams; To provide public education services to four communities. The studio project can with the most advanced, scientific, cutting-edge knowledge of yoga studio members in service, at the same time let the students to the identity of the students, the classroom learning and social practice repeatedly alternates, effectively solve students' practical ability and the market demand does not match the problem, students will learn and practice ability exercise the ability of perfect fusion, the real benefit group is involved in the project practice students.

"Jingjie Xinyi" yoga studio program has produced outstanding yoga graduates. The current work pays a considerable amount of money, which has been in the forefront compared with the graduates of the same stage. Project in operation period will be in the form of corporate operation, project operating range by the early stage of the shenyang area is given priority to, gradually expanded to face full of shenyang, and then facing the whole country, studio mainly involved in the join object for college students and graduates graduated two years for the implementation of work. Studio project is characterized by low cost investment, high short-term rate of return, easy operation, promotion and operation, etc. It is suitable for college students' innovation and entrepreneurship projects, and can effectively alleviate the employment pressure of college graduates and solve the employment problem of college students.

ACKNOWLEDGEMENTS

Source: 2018 Liaoning Provincial Undergraduate Higher Education Teaching Reform Research Project. Project name: Construction and operation of college students' innovation and Entrepreneurship Education practice platform based on studio model: Take yoga project as an example.

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