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CONTENTS

The Historical Use of Media to Effect Change

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Abstract: This paper will focus on John F Kennedy as an agent who used the TV as his main media to achieve his goal of becoming president of the United States.
Keywords: Media History; American Presidential Race; First Tv Advertising About Election

INTRODUCTION

The United States presidency is one of the biggest positions in the world as it is associated with much authority because the USA is a world superpower. Therefore presidential elections usually are competitive and a great spectacle to follow. The modern-day presidential campaigns are so much associated with use of media, especially TV, but there is an origin of the whole type of campaign. John F.[1] Kennedy was the first man in the United States to successfully use the TV image as a tool for the campaign. He lived in the era when the television gained a dominant position within the American mass media and was an important turning point to the use of the tool for political purposes. This paper will focus on John F Kennedy as an agent who used the TV as his main media to achieve his goal of becoming president of the United States.

2.HISTORICAL CONTEXT

The period after World War two emerged as a key point in the rise of the entertainment industry and the use of advertising in American history. In 1949, the number of TV sets sold was 172,000, and by the year 1953, 52 million sets got sold and the number kept increasing by the years (Gurevitch, and Anandam, 418).[2] The media was a common household entertainment tool, and the politicians saw it as an opportunity to sell themselves and their policies to voters. The first use of the TV adverts for political campaigns was by President Dwight Eisenhower in 1952. He constructed catchy television adverts that emphasized his role as a candidate. The Eisenhower TV campaigns were seen as the successful piloting of TV campaigns for a president, and by the end of his second term, John F Kennedy would revolutionize the whole TV scene in his political campaign. [3]

3.GOALS OF THE USE OF TELEVISION MEDIA BY KENNEDY

Kennedy was born from a prominent family, and his father was a film mogul; he, therefore, taught them an important lesson that image is reality which Kennedy carried through his campaign. Kennedy's goal for using the television media was to create the reality of a presidential, honest, compassionate, vigorous and intellectual man (Patterson and Robert, 1976). [4] He knew that the reality of the image would win over the American votes. He crafted his TV Image to appeal to the people, and his main goal was to attain presidency of the United States in 1960 and maintain a proper public figure henceforth.

4.YEARS PRECEDING THE ELECTION

Kennedy started appearing in talk shows in the early '50s and that was where he crafted a TV image for himself. In one of the interviews on "Person to Person" with Edward Murrow in 1953, he switched from talking about "The Taft Hartley Law" to his love for football and from there a trend of mixing political and personal matters started. In 1956, Kennedy was in the limelight again when he was asked to give the nomination speech for Adlai Stevenson at the Democratic Convention. Instead of focusing on the cliché remarks, he urged the party to unite around, "the most eloquent, the most forceful, and our most appealing figure" (Diamond and Stephen, 1992). This description later became his own. From this speech, the Americans were impressed by him, and later he became the most sought-after speaker among the democrats.

In 1957, Kennedy won the Pulitzer award for "Profiles in Courage" and the award propelled him to the position of the most sought-after guest to political and television shows. He was thence considered a presidential candidate even before his public announcement. In an article published on TV Guide in 1959, Kennedy revealed that a candidate should present honesty, vigor, compassion, and intelligence when in the public limelight (Gurevitch, and Anandam, 418). He was describing the image he had created for himself. He hoped to carry this image to the presidential campaigns.

5.CAMPAIGN DAYS

Image Presented by Kennedy

In the 1960 campaigns, 90% of the homes in the USA had televisions, and it was time to unleash the revolutionary impact of television in campaigns (Patterson and Robert, 1976). Kennedy presented great prospects in his candidature because if he won, he would be the youngest ever elected president of the country, and he would also be the first Catholic to the position. He, therefore, brought to the table something new and fresh. He knows that, and therefore he centered his campaigns on these attributes. In his speeches and interviews, he referred to himself as the beginner of a new era, and thus his presidency would be giving the torch to the new generation. The sentiments impressed the American viewers throughout the country (Diamond and Stephen, 1992). [5]

Interviews

In an interview dabbed as Kenny "Meet the Press", Kennedy announced that he would vie for the presidency and wouldn't want to be a second name to someone else's ticket. He said that he was not interested in breaking ties in senate waiting for the president to die. During the campaign days, Kennedy courted controversy by appearing in a late-night show hosted by Jack Paar. It was something not done before by any other politician. Paar,

however, recalled that the audience was captivated by the senator and the show was a success (Ellsworth, p. 800).

Documentaries

Kennedy went on to allow the cameras to have a close view of his life. In 1960, he allowed filmmaker Robert Drew to shoot a documentary of Kennedy in Wisconsin. Never before had the cameras come close to the intimate side of a politician as in this instant. The documentary not only added to the Kennedy mystique, but also features his life especially as a Catholic (Jacobs and Robert, p. 530). It was meant to prove that he had a national appeal and therefore could win over even the Protestants.

TV Ads

He also ran ads on TV that were fresh and moved from the stodginess of previous campaigns. He used popular celebrities such as Frank Sinatra to rework their big hits into JFK singles (Patterson and Robert, 1976). He also ran a negative ad on his opponent where a reporter asked President Eisenhower about Nixon's experience, and Eisenhower couldn't remember any major idea that Nixon had presented to him. The ad was meant to make him look like a favorable candidate in comparison to Nixon. He used his wife Jacqueline Kennedy speaking Spanish as an ad to reach out to the Hispanic voters (Ellsworth, p. 800)

Presidential debate

The Americans had never before seen a presidential debate until Kennedy faced Vice President Richard Nixon in 1960. The debate was seen live by nearly two-thirds of the Americans. Kennedy was already conversant with the TV image and was remembered as cool and presidential from his performance. Nixon, on the other hand, was tense, sweating and makeup was running down his face. The physical presentation by Kennedy on the screens gave Kennedy an advantage. For the people who listened on their radios, they thought that the debate was a draw because the two candidates were both conversant with what they talked about; however, the image on TV presented a different scenario. It came to show that Kennedy was confident and prepared; as Sun Tzu says "*every battle is won before it is ever fought*". Kennedy won the debate before the fight because he was smartly dressed, wore makeup and when he spoke, he looked straight to the camera and not the moderator.

Achievement of His Goal

Kennedy achieved favorable polling and used the primaries to prove that he had the national appeal. The success of the primaries further proved that his age was not an issue and therefore counter the doubts of the democrats who would have preferred another nominee. JFK managed to win the 1960 elections with just over 118,000 votes becoming the youngest president ever. During the J.F. Kennedy centennial celebrations upon winning his presidential seat, the commentators were quick to point out that he was the first American president to win the elections using the television campaigns successfully. After the Kennedy era, it is notable that all successful presidential campaigns have use inspiration from JFK. No one has had the chance to create a better template than the one JFK created.

6.CONCLUSION

The present-day situation in American elections uses a great deal of media in the campaigns. Even with the introduction of newer forms of media in social media, television coverage is still a major priority in the campaigns. All of this is because J. F. Kennedy used of television for won this election. He set out a goal of getting to the presidency seat and used the television as his main media agent and was successful in achieving that goal eventually.

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Why People Like Gambling

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Abstract: Gambling has been prevalent in recent years all over the world. Humankind has witnessed large gambling companies' boom with Macau cities in Asia, and Las Vegas is some of the notable gambling hubs in the world. Gambling comes in many forms, from world-famous casinos, bingo halls, gambling machines, lottery services, bookmarking, and internet gambling. Some of the ways people can indulge in wagering. Many effects come with gambling addiction, from wastage of property and cash to severe crimes like killing or stealing. However, this lucrative business's purported benefits might include hefty taxes payable to the government, increased employment rates, high wages, and enhanced economic growth for a given state or country. From a psychological point of view, gambling can be considered addictive as it has been seen to activate the same reward circuit in the brain as some drugs and can also lead to severe brain disorder when extreme.
Keywords: Gambling; Internet; Psychology

1.WHY IS INTERNET GAMBLING POPULAR?

A riskier way than traditional gambling.

According to the article "How risky is Internet gambling" by Gain Asbury, Sally M. The article reviews the risks of gambling in general and how it is risky to bet on the internet. The report indicates that there is a higher number of online gamblers than land-based gamblers. The research also reveals that only a small amount of people has a disorder in gambling online. The analysis indicated that people had irritational beliefs about gaming and were likely to go further in trying to win or outweigh their benefits. The research used young, less educated people who had lost money through betting and people who were likely to use drugs during betting. The report indicates that most gamblers had no time for sleeping or eating, which were often developed due to gambling. (Sally, 2015).[1]

The research was conducted using 2799 Australian internet gamblers and was able to deduce that many people had developed adverse effects due to gambling. The study also indicates a high number of internet gamblers that terrestrial gamblers-or gamblers use other means of betting rather than the internet. The report shows a higher risk associated with engaging in online gambling as these people are often categorized as problem gamblers.[2] The study was conducted using gambling questions, attitudes of these gamblers, their knowledge on gambling, and the severity index associated with this kind of gambling.

The research is very significant as it provides online gambling and how these gamblers have been on the increase in recent years. It is more likely that the disorders associated with internet gambling will continue to increase. Therefore it is essential to have research aiming to develop ways and regulations to reduce online gambling in society. The study is necessary as it generally shows how much people have been addicted to gambling and how different gambling forms are coming up every day.

Virtual gambling cues on the urge to gamble.

According to the article "The effect of repeated exposure to virtual gambling cues on the urge to gamble" by Park, Chan-Bin. The article focuses on what are some of the factors that would result in a person gambling. These might include repeated exposure to virtual gaming in recent years, where many gambling machines, applications, and websites have emerged, leading to people wanting to gamble more and more. The virtual gambling environment has led to more people having the urge to bet and gamble. However, the research shows that the urge to gamble reduces significantly as a function of repeated exposure.

The study was conducted using twelve recreational gamblers exposed to the virtual gambling environment that had casino-related cues similar to that of a typical gambling environment. The results show that these people were obsessed with gambling but had no psychological variables. The urge also reduced with chronic exposure to gaming and when these gamblers were exposed to a more relaxing environment. (Park et al., 2015)[3]

The study and results are essential for the researcher. They provide information regarding how people behave when continuously gambling to determine whether people always have to bet or not, an independent variable in this research. Therefore, the study shows that once people are continually exposed to betting, they might lose interest with time and stop it altogether.

2.PEOPLE'S MOTIVATION FOR GAMBLING.

Economic factors can motivate people.

Gamble is not only attracting the poor. According to the article "Why people gamble: A model with five motivational dimensions" by Binder, Per. In this article, the factors affecting the propensity to gamble that is researched. Include economic (income) factors. According to the author of the article, it is argued that the level of income that an individual has may influence their decision to be involved in gambling as a form of entertainment. The author cites an example of a high disposable income and one with a low disposable income. The latter is more likely to engage in gambling activities with the hope of making more income from the stakes-placed. The article also includes an exploration of other factors that result in people gambling. In addition to the economic factors, and this article makes it possible to understand the specific appeal of gambling relative to

other leisure activities in this aspect of human biopsychology. (Per, 2013)[4]

The article explains the five motives of gambling: dreams of hitting the jackpot, increasing the chances of winning, social rewards, mood change, and intellectual challenge. The writer explains that winning chances are an essential point in gambling as it is the sole purpose as to why most people engage in betting. The writer explains that most people bet to get money. Money fuels everything in society, and therefore having much money will be practical rather than being poor, which people see as a niche in betting.

The people around may affect one's urge to gamble.

The people around may affect people's urge to gamble. According to the article "Vocabularies of motives for gambling behavior" by Smith, Ronald W., The people around us directly influence the behaviors we adopt. When the people around an individual in a particular instance have a positive influence, then one is likely to develop positive responses. The authors of this article argue that family and friends ay influence someone to engage in gambling activities. Arguably, when family members or friends actively engage in gambling, there is a likelihood that a person may be affected by trying it. The authors argue that many teenagers have been victims of gambling addiction due to their friends' or family members' influence. (Smith, Ronald W., and Frederick W, 1984) [5]

The writer gives eleven reasons why most people refer to gambling as an adapting behavior because most people have multiple motives to engage in betting behavior. These reasons might include the need to thrill and be excited, beliefs that one is lucky and will win eventually, use intellectual kind of ideas noted by others, use gambling as an escape from frustration, the motive of sociability and gregariousness, among other reasons. People also assume that they will have prestige once they win big. The article used a total of 233 participants who were interviewed from March to aril of 1982. Many people at around 91% indicated that they were gambling for fun, pleasure, and leisure while 45% stated that they were venturing out of excitement and boredom, while those who were gambling to get money being at 39%.

This article is a good source of information about the factors that lead to gambling concerning family and friends. The authors have also explored the underlying factors that may lead to family members influencing each other to practice gaming. With the aid of this article, completing the project on the reasons for gaming will be easy. The many examples provided in the section resulting in gambling will be essential for the project's citation. For example, family and friends encourage an individual to engage in gambling through scenarios where they hear that someone has managed to win a large sum of money from betting. Besides, this article contains a comprehensive explanation of why people gamble.

3.PEOPLE WITH PATHOLOGICAL GAMBLING AND THEIR AGE.

What age group likes to gamble? According to the article "Pathological gambling and age: Differences in personality, psychopathology, and response to treatment variables" by Gonzalez-Ibanez. This article explores the various factors that may surprise influential people to engage in gambling with a particular focus on age. The author argues that many people from similar age groups are likely to influence each other to participate in gambling activities. The author contends that younger people with little disposable income are more likely to be engaged in gambling activities than older individuals. Also, it mainly takes the independent variable, which is age, into consideration. Based on the analysis of different age groups, this article points out which age groups are more likely to gamble. Also, there is a direct relationship between the levels of income of an individual, the environment within which they are, among other factors. Without control, gambling can be addictive to young adults who frequently engage in it. (Gonzalez-Ibanez, A., et al, 2005)

The writer expects that older groups of pathological gamblers were likely to score high on psychopathology subscales. Younger gamblers were expected to score well in Zuckerman's sensation-seeking scale. The study also indicates that different age groups will score differently on these scales. More youthful people suffer from depression than older betting people and, as a result, score high in depression, psychopathic, and hypochondria scales. The writer urges that treatment for excessive betting should be focused on the young generation as they are not aware of their problem, making them remain patent of the situation.

The article is essential as it gives us who are likely to suffer from gambling and mentions the two scales from where people from different age groups can be affected. The study, therefore, can be tailored to study younger generations who are likely to suffer more than older generations in terms of psychological suffering.

4.CONCLUSION

The above articles review how gambling can be a menace if not worked on well. Many items condemn gambling, stating it is a menace in society that can lead to utter poverty or people doing harmful things to others or themselves. The articles point out that some people do not know they are wasting money as many try to get their money back. The government is much involved in these gambling companies as they generate many taxes. An article on ethical gambling highlights the importance of pushing for minimal gambling sites or the general removal of gambling companies in the country. It evaluates people saying that most have an addiction like that of drugs as they cannot stop betting.

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Cultivate the Young People's Patriotism Emotion by The Great Anti-Epidemic Spirit

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Abstract: The great anti-epidemic spirit best interpret the embodiment of patriotism and the important content of youth patriotism education at present. Cultivating the young people's patriotism emotion with the great spirit of anti-epidemic can not only cultivate the value orientation of respecting life and loving the people, but also cultivate the sense of unity, commitment, innovation and open mind.
Key words: Great Anti-Epidemic Spirit; Young People; Patriotism

SHAPE THE VALUE ORIENTATION OF RESPECTING LIFE AND LOVING THE PEOPLE

"In the face of protecting people's lives, we must do it at all costs, and we can do it at all costs." After the outbreak, in order to protect the people's right to life and health, the Party Central Committee decisively decided to "close the city" in Wuhan, placing Hubei and Wuhan as the top priority for epidemic prevention and control, and resolutely curb the spread of the epidemic. Medical treatment is the first priority, medical workers from all parts of China came to Wuhan, concentrating patients, experts, resources, and treatment to maximize the cure rate of patients. Many western countries adopt herd immunity and discuss whether they should give young people the opportunity to survive, China believes that "receivables should be collected without missing one person", it is the primary ethics of a country not to let the Chinese people face this problem directly. The first essence of life is survival, Without the existence of life, everything is impossible to talk about. Only by respecting and loving life can you love life, love your parents, relatives, love your nation and country, and become a person who is beneficial to the country and society. First of all, the prevention and control of the epidemic has triggered young people to think about the relationship between individuals and nature, and between individuals and society. They constantly reflect on how to get along with nature, soberly aware of the fragility and shortness of life, Face difficulties with the courage to grow up. Secondly, young people also felt and practiced their care for the people in the prevention and control of the epidemic. The people are the social element of patriotism and an important direction of patriotism. Only by insisting on the value orientation of loving the people can the realization of self-worth be combined with the interests of the motherland and devoted to the development and construction of the motherland.

CULTIVATE THE UNITY SPIRIT OF UNITY

Thanks to the unity of the whole country, the epidemic is well controlled. First of all, the spirit of unity is reflected in when disaster struck, help came from all sides. Starting from late January, the national medical team rushed to assist Wuhan, and then the National Health Commission established inter-provincial counterpart support for 16 cities, prefectures and county-level cities in Hubei Province except Wuhan City, and established a counterpart support mechanism, effectively alleviating the shortage of medical resources in Hubei. Second, it is embodied in the national mobilization in which everyone participates and acts individually. Overseas Chinese raised masks and disinfection materials and shipped them back to their motherland; All brother provinces delivered fresh fruits and vegetables to Hubei overnight. Public security officers, community workers, and volunteers stay on the front line without fear of wind and rain. Party members, people from all walks of life, and caring companies have enthusiastically donated money and materials to make important contributions to winning the overall battle against the epidemic. Again, it is embodied as "a game of chess across the country, concentrating on major tasks." All localities and departments support each other, and all fronts cooperate closely. Throughout the fight against the epidemic, all Chinese people have a heart for the motherland, integrating personal warmth, collective honor and disgrace, and national security. The Chinese nation has a long history, after thousands of years of association, communication and fusion among various ethnic groups, it has formed a Chinese nation community structure that integrates blood, geography, spirit, and destiny. Cultivating young people's spirit of unity and sharing weal and woe with the great anti-epidemic spirit will enhance their courage and confidence in building a modern and powerful socialist country.

THE HEROIC FEELINGS OF TAKING RESPONSIBILITY AND TREATING DEATH AS HOME

Fighting the new crown epidemic is a war without gunpowder. The enemies we face are different from the past and they are extremely dangerous virus enemies. However, the brave are not afraid. Many people joined the party at the frontline of the fight against the epidemic and solemnly swore to "sacrifice everything for the party and the people at any time."Peng Yinhua, a doctor from the First People's Hospital of Jiangxia District, Wuhan, had to postpone his wedding in order to participate in the fight against the epidemic, and unfortunately contracted new coronary pneumonia during the battle and died; Zhang Jingjing, left her family with a sentence before the expedition: "Someone has to stand up when to face the difficulties. There are no heroes who fall from the sky, only ordinary people who come forward. They went to their mission with their lives, cared for sentient beings with great love, shouldered responsibility like a mountain,

and built a great steel wall to fight the virus with flesh and blood. These ordinary heroic feats interpret the heroic feelings of taking responsibility for justice and seeing death as home. The strong feelings of the Chinese for the motherland are reflected in the basic behavior of patriotism, which is to take the responsibility of human society and its own development. To cultivate young people's patriotism with the anti-epidemic spirit is to cultivate the heroic feelings of righteousness and death, guide youth to respect heroes, learn the excellent qualities of heroes, consciously maintain heroic image, promote heroic spirit, and respect His heroic feelings are cast in the blood and implemented in the specific study and life.

CULTIVATE THE PRACTICAL CHARACTER OF SEEKING TRUTH, BEING PRAGMATIC, PIONEERING AND INNOVATIVE

From the large-scale outbreak of the epidemic, to the control of the epidemic in a short period of time, to the orderly resumption of work and production, all these results cannot be achieved without scientific support. In face of previously unknown new infectious diseases, we uphold a scientific spirit and a scientific attitude, and follow scientific laws throughout the entire process of decision-making and command, patient treatment, technical research, and social governance. The first is scientific cognition and scientific decision-making. The battle between humans and viruses is a race between science and time. Adhering to a scientific attitude and carrying out treatment, prevention and control with scientific and pragmatic measures have become the most basic way to fight the epidemic. When the epidemic comes suddenly, we pay attention to the coordination of scientific research and clinical treatment, prevention and control practices to accurately grasp the changes in the epidemic situation.The second is to pioneer, innovate and use new methods flexibly. Whether it is to use the advantages of traditional Chinese medicine to launch the eighth edition of the National New Coronary Pneumonia Diagnosis and Treatment Plan in the absence of specific medicines, to screen out clinically effective Chinese medicine and western medicine and treatment methods, or to develop vaccines independently through multiple technical routes; they fully reflect the actual situation and innovative new methods and new paths. The majority of young people should consciously shoulder the responsibility of the times to promote scientific and technological innovation, master modern scientific knowledge, enhance modern scientific literacy, and face problems in study, work and life with a scientific attitude, scientific thinking and scientific method; We must strive to be a pioneer and a forerunner of China's advanced productivity, adhere to facing the forefront of world science and technology, facing the main economic battlefield, facing the country's major needs, facing the people's lives and health, and constantly marching towards the breadth and depth of science and technology to better meet the needs of the people for a better life.

OPENNESS AND INCLUSIVENESS MIND

In the face of the global pandemic of the new crown epidemic, China fully aware that the virus knows no borders, and that the destiny of mankind is in common, regardless of race or region. China   has worked closely with the international community to share information, experience, and technical problems in the fight against the epidemic. The control demonstrates the responsibility of the great powers. The first is to independently prevent and control the epidemic in the country. As a large country with a population of 1.4 billion, China's epidemic prevention and control is a great contribution to the world's fight against the epidemic. The second is sharing and co-governance to promote the building of a community with a shared future for mankind. China report the newly discovered epidemic information to the World Health Organization as soon as possible, share virus gene sequence information with the world, and promptly disclose epidemic treatment plan to the world; Actively build multiple open platforms such as the "Global Coronavirus Data Sharing and Analysis System"; collaborate with experts from multiple countries to develop drugs, vaccines, and test reagents; Signed an agreement with the Global Alliance for Vaccines and Immunization to actively join the "New Coronary Pneumonia Vaccine Implementation Plan."In the face of some stigmatizing and stigmatizing voices from the international community, China has responded and refuted in a reasonable and reasonable manner. With practical actions, we have fulfilled our commitment to building a community with a shared future for mankind, demonstrated the attitude and mind of fighting the epidemic together, and raised the vision and realm of patriotism in the new era. The great anti-epidemic spirit with destiny and common connotations contains the value understanding of the interdependence of the destiny of all mankind and the interrelationship of life and interests, and the broad mind of abandoning past suspicions and being open and tolerant, broadening the vision of patriotism for young people, nurturing the whole world, and being open and inclusive The vision and the practice of patriotism in international exchanges provide guidance. In short, the anti-epidemic spirit has a rich meaning of patriotism. Under the guidance of General Secretary Xi Jinping's important exposition on the scientific connotation of the great anti-epidemic spirit, we will dig deeper into the patriotic elements of the great anti-epidemic spirit to guide young people to be more conscious and firmer" Four self-confidence", unite the majestic power to realize the Chinese dream, and work hard for the great cause of the rejuvenation of the Chinese nation.

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Theme: Analysis on the Function of Music Aesthetics -- Take Aria "Whipping Me" as an Example

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Abstract: Music aesthetics is a subject with many contents. It is a subject with the combination of music and aesthetics, and it is a philosophical subject. It is not only a basic theoretical subject of musicology, but also a embodiment of aesthetics. The influence of music aesthetics is reasonable and valuable, whether traditional or modern. As an important part of music aesthetics, vocal music art and instrumental music art are paid more and more attention and love by people.

Keywords: Music Aesthetics; Function; Aria.

1.CONTENT OF MUSIC AESTHETICS

The relationship between the content and form of music. The content of music has emotional characteristics, but the form of music has obvious mathematical characteristics. Music aesthetics should study this characteristic and how the two correspond to each other and how to make music works more distinct. The problem of the expression and expression of music, music uses various musical languages, such as melody, rhythm and so on, music aesthetics should study the aesthetic characteristics of these musical languages

2. INFLUENCE OF MUSIC AESTHETICS

2.1 vocal art and influence

Vocal music art is a direct field of voice tone development in music, is a kind of intuitive art.It resonates through the occurrence and vibration of human organs, makes music works full of vitality, and compared with instrumental art, it has obvious modeling. The description of language can express the emotion contained in the work more directly. As far as the beautiful singing method, the national singing method and the popular singing method are concerned, because the singing mode is different, the style will also be different.

2.2 instrumental art and influence

Music played with musical instruments is called instrumental music. Instrumental art is based on musical instruments, with the help of the performance characteristics of musical instruments, combined with the application of playing skills, the performance of certain emotions and artistic conception of music works. Instrumental music is music that is completely played with musical instruments rather than human or human voices.

2.3 Philosophy

In Einstein's eyes, philosophy is the mother of all science. Philosophy reveals the development law of the whole world and provides the guidance of world outlook and methodology for specific science. Therefore, as a specific science specialized in studying the laws of music art aesthetics, it is necessary to use the principles and methods of philosophy. At all times and all over the world, many musicians and thinkers put forward musical aesthetics based on his philosophy.

2.generalized sociological perspective

In this infinite universe, none of the things that exist have their own attributes, which is the key to their difference from other different things. Generally speaking, the attributes of all things have two categories: natural attribute and social attribute, while music has these two attributes at the same time.

3. Social value of musical works

We have said above that music and society are closely linked, almost every musical work has the characteristics of the times, these works can reflect the economic situation and social environment at that time, a good music work can not only let the listener release emotion to resonate, but also let the listener understand the historical situation, human things, Therefore, a good music work is a living history book.

4.DON JUAN, MOZART OF THE CLASSICAL MUSIC SCHOOL

1. Author's Introduction

Wolfgang Amadeus Mozart (Wolfgang Amadeus Mozart), European classicist composer. Mozart died on December 5,1791, aged 35. Indeed, in addition to Bach, who can compare the richness and breadth of realization and the perfect control of form with Mozart? Mozart was born in 1756 in the Austrian mountain town of Salzburg (Salzburg), where there was already about 20,000 people.

2. Opera Don Juan

The master of classical opera, especially in vocal recitals, is Mozart. Haydn also wrote and directed many operas, but he lacked Mozart's intuition of dramatic effects. Beethoven wrote only one opera, Fidelio, and it was very hard to write, which was revised several times in 10 years. Neither Haydn nor Beethoven had Mozart's tendency to change mood and color quickly, nor his ability to exchange music dialogue equally and quickly, as we saw in his piano concerto. Mozart's music was born dramatic, especially suitable for opera.

5.ARIA --" WHIPPING ME "STYLE

Brief introduction of "whip me
"His works were selected from Mozart's opera Don Juan, to the effect that the flirtatious aristocratic Don Juan was

everywhere, destroying many lovers of love and happiness, and hurting many girls. All the women he liked could not help but be confused by his elegant manners, elegant demeanor and magnetic voice, and obediently fell into his actual gentle trap.

6.ARIA --" WHIPPING ME "SINGING IDEAS

1. Role Analysis of Whipping Me

The background content of this song originated from a legend. This legend happened in Spain. The story is about a noble-born man named Don Juan, who is also one of the protagonists of this plot. He is lustful, flirtatious and handsome. He often seduces the girls he thinks are very beautiful. He is skillful. As long as the girls he looks at can't resist his temptation, he falls under his feet and obeys him. It can be said that Don Juan is a man of no business, emotional confusion and irresponsibility.2." Whipping Me "emotional treatment

Aria is the main part of opera, in the form of solo, beautiful melody, focusing on the performance of people in a specific situation of thoughts and feelings. This is a solo song in which one or more parts of the voice show the singer's feelings in beautiful melodies. It can be part of opera, operetta, divinity drama, southern or recital drama, or it can make independent concert aria.

The whole song was composed of two parts, the first part, from the beginning of the 2/4 weak beat, and Zelena sang softly in a very gentle and pleading tone," hit, fight, poor Zelena like a poor lamb to let you whip "to comfort her honest, sad and angry Marseito (in fact, Zelina pretended to be pitiful so that she could pity her and forgive her fault). After the transfer to the C major, the rhythm is more compact, the symbol of Elena tone seems to be more sincere and cordial, there is a kind of semi-jiao semi-blame tone, is usually a girl in front of the lover's usual technique, music portrayal is extremely image.

The second part is still in the F major, the color is bright and cheerful, the rhythm of the three beat is full of rhythm, especially the middle of the colorful music is the climax of the whole song, fully expressed the warm and cheerful, love life, Full of longing and hope for the future. The last paragraph is the climax of this piece of music, in Zelena repeated "hit me, hit me ", see Marseillaume will forgive her, Zelena's pleading tone is constantly increasing, the sincere repentance of the mind moved Marseillaume, Naseto finally forgave Selina, gave Selina a hug to show that he understood Zelina's heart, I forgive you. See the love between Zelena and Marseillaume is still unbreakable.

3." Whipping Me "singing experience

When singing aria, it is necessary for the singer to have higher vocal singing skills. Aria are all solo parts, so it is easy to show the singer's singing level. Improve their singing skills and grasp the singing style of each aria. "Whip me" in singing must read the lyrics accurately, if there is no contact to read the lyrics to sing the song is easy to joke. At the same time, the grasp of the breath, must be coherent and smooth. If there is a place not in place to do this song can not be perfectly sung out.

When singing, we should grasp the character characteristics of the characters, understand the background of the story, pay attention to the measure of strength and the change of emotion. This is the typical style of Mozart music, the decorative sound should occupy the brand, a bit like syncopation rhythm," Ah non hai core ah lovedo\non hai core", cut a lot of notes in this piece of music, and syncopation sounds are continuous, so at the beginning of the practice can not be too fast practice, can not maintain the original speed, slow down, the sound along the breath, the end part because of the continuous, to practice to master the accurate breath, busy and not chaotic, calm breath, always hold the sound, smooth and natural.

7.CONCLUSION

At present, through the school knowledge, the professors of various professional teachers, deeply realize the broad and profound music aesthetics, its influence is beyond my imagination, music aesthetics has a great impetus to society and the world. At the same time, it exists in my side, all this is incredible in the continuous occurrence, music aesthetics also let me see its huge coverage, for me to concentrate on the study of music aesthetics under the constant confidence of knowledge.Music itself as an art, a social ideology, through the rhythm, melody, harmony, sound perfect combination of infecting the viewer. The reason why the social function of music can be played is mainly through the psychological activities of the appreciator. The fact that music plays a direct role in people's social practice has attracted more and more attention.

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A Study on Feminism in *The Banker*

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Abstract: This paper focuses on the latest American film *The Banker* in March 2020, and studies the budding of American Feminism in the 1950s and the image of the new black American woman—Eunice, who is optimistic and strong, smart and flexible, righteous and sensible, adaptable to circumstances, pursuing freedom and equality, and yearning for independence. This paper mainly studies the awakening of American women's gender and role consciousness in the 1950s from the connotation and classification of feminism, and the specific performance of feminism in films, and then analyzes the difficulties of black American women in seeking equal social status in white male supremacy society.

Keywords: The Banker; feminism; connotation and classification; specific performance

1. INTRODUCTION

The Banker is the latest American film produced in March 2020. It reflects the problems left over by the history of racism in the United States and the efforts made by the protagonist to solve the deep-rooted racial discrimination in the south of the United States. The film is based on the true story of Bernard Garrett and Joe Morris, two African American entrepreneurs. In the 1950s, they tried to break away from the traditional shackles of racial discrimination. Despite the difficulties, they did not turn back. In the end, the two men spent three years in prison to pay attention to and improve the problems left over by the history of racial discrimination in the south of the United States, which reflects the realization of the American dream. From the feminist perspective, this paper studies the heroine of the film, Eunice, who is optimistic and strong, witty and flexible, has a profound sense of justice, adaptable to circumstances, pursuing freedom and equality, and yearning for personality independence. This paper will study the status of American women and the awakening of women's gender consciousness and role consciousness in the 1950s from the connotation and classification of feminism, the specific performance of feminism in films, and then explore the efforts made by black American women to seek equal and respect for social status in the white male supremacy society. Despite all the difficulties, they still strive to move forward and contribute to the advancement and development of American society.

2.THE CONNOTATION AND CLASSIFICATION OF FEMINISM

"The class of gender is so deep that people don't feel it."[1] Worldwide, women have long been in the secondary position of society. In the view of male chauvinism, the idea that men are superior to women is universal and difficult to be changed. With the development of feminism, gender equality has become an important symbol of social civilization and progress. Due to the external reasons of social class and the objective physiological characteristics of women, the value of women is generally ignored in the society dominated by men. Therefore, with the continuous progress and development of social civilization, women's personality liberation, ideological independence, the pursuit of freedom and equality thought, they start to challenge the traditional social status of male supremacy to achieve the goal of building a modern society of gender equality. The rise of feminist movement, aimed at promoting gender equality, is a far-reaching social theory and political activity[2]. The feminist movement is mainly divided into free feminism, radical feminism and existential feminism. Liberal feminism advocates rational thinking and holds that human beings generally have the ability of logical reasoning and scientific judgment. Women should receive equal education and be treated equally, which appeared in the 18th century. Radical feminism is a kind of thought with more in-depth progress, trying to find a way out of oppression for women, including marriage, childbirth, body, psychology and so on. Existential feminism mainly developed in the later period of the Second World War. It is the psychological reconstruction of people after the war disaster. It aims to awaken women's self-awareness of existence and advocates women's brave pursuit of freedom and happiness[3]. Under the historical background of American civil rights movement in 1950s, Eunice, the heroine of the movie, is deeply oppressed by racial discrimination and sexism. She yearns for freedom, equality, respect and happiness. She is eager to be recognized, respected and treated equally both by her family and society. She is a typical representative of existential feminism who is optimistic and strong in face of difficulties, and pursuing a more free and equal social life.

3.THE SPECIFIC PERFORMANCE OF FEMINISM IN *THE BANKER*

This part analyzes the image of the new black American woman, Eunice, who is optimistic and strong, witty and flexible, adaptable to circumstances, pursuing freedom and equality, and yearning for independence in *The Banker*, and then studies the awakening of American women's status, female gender consciousness and role consciousness in the 1950s, as well as the African American women's efforts of seeking equal social status in the white male supremacy society, and the contribution to the advancement and development of American society.

3.1 Optimistic and Strong

The feminist image of Eunice is first reflected in her optimistic and strong character face to life. There are many plots in the film that reflect her such character. In the movie, Eunice follows her husband to Los Angeles for the first time and goes to her uncle. The uncle is full of

disdain for her husband. He heard that Bernard was a fresh real estate developer and had no stable job, he suspected that Bernard could not afford the rent and questioned Eunice, "What does your husband have against working?" Eunice responded with a smile, "If we need to supplement our income until he finds the right property, I'll work at the Plantation Club." Her uncle continued to said coldly, "If he's a real man, he won't let you." "That won't be for him to decide." Eunice answered. "What does that mean?" Her uncle was confused. Eunice smiled confidently, "My husband is a genius. You'll see." Just a few lines vividly portrayed the uncle's indifference, male chauvinism and his contempt and distrust of his black compatriots. It also showed Eunice's independent, strong, confident and optimistic feminist image. When her husband was discouraged by the lack of money, Eunice just encouraged him gently, "Keep looking. You're gonna find yourself another building." A few words well showed Eunice's optimistic and strong personality when she encountered difficulties. Whether it's the indifference from her relative or the discrimination and injustice from the outside world, all Eunice did was stand firmly beside her husband with a smile. She is a new black lady with strong character and smiling to life. At the end of the film, there is another plot which can reflect this character of Eunice. When her husband was betrayed by the white partner Matt and faced with a lawsuit, he needed to make the choice of admitting his mistake against his heart to get immunity, or being loyal to his heart, telling the truth, and exposing the reality of the dark society of racial discrimination and he might lose his immunity, she said, "Everyone thought I was crazy to marry you. You always thought differently from everyone else. But that's why I fell in love with you, Bernard. And whatever you decide to do in there today is not gonna change that." She knows her husband's firm determination to change the racial discrimination in the south of the United States, and she is also aware of the prison disaster that her husband may face, but she is still willing to stand by his side with a smile to give him warmth and strength. The world needs changing, and someone has to make sacrifices. If it must be her husband, she would accept it. Because Bernard is her own choice, he is different from the beginning, and he is destined to be extraordinary. She is also a great black woman who has the same dream as Bernard, who yearns for the freedom and equal rights and interests of the black compatriots as soon as possible.

3.2 Smart and Flexible

Eunice is also a smart and flexible black woman. Her wisdom is presented to the audience through her language. There is a plot in the film that highlights Eunice's wit. After making a success in Los Angeles, Bernard bought a luxury villa for Eunice. When Eunice entered the lobby of the villa, Bernard was arranging the porter to set the sofa and desk lamp. Seeing his wife coming in, he looked at his wife expectantly and asked, "what do you think, baby? It's nice, right?" Eunice, who was not satisfied with the position of the furniture, did not directly criticize Bernard's poor aesthetic of space layout, but cleverly diverted Bernard's attention, "well, I think there's

something going on with the car." Then Bernard went out immediately. After her husband went out, Eunice quickly instructed the porters to put the living room furniture in a satisfactory position and ordered them not to let Bernard move any more. Without criticizing her husband's aesthetics in public, Eunice saved her husband's face with her wit and flexibility, and achieved her will. The light of intelligence and humor made this black woman dazzling and charming.

3.3 Righteous and Sensible

The feminism image of Eunice is also reflected in her righteous and sensible character. After her husband Bernard became famous, his wife, Eunice, and her son returned to Bernard's hometown, Willis, Texas. In the next morning, her husband got up early, dressed up and planned to go to the white district. Eunice, who had not yet got up, quietly watched her husband's ceremonial dress. Bernard dressed in a pressed shirt and he was slowly wearing a tie in front of the mirror. Without any stop, Eunice just suggested her husband take their son to have a look at his hometown. "Take Junior with you. He needs to see where he comes from up close." She is very clear that her husband's hometown is still a closed town with serious racial discrimination, but she did not escape. Instead, she bravely accompanied her husband back to this land, and was willing to let her son, who had been used to the relatively free and equal environment in Los Angeles, facing the racial discrimination in his hometown for the first time. She believed that the world was changing, and she supported her husband's venture investment of purchasing Mainland Bank in Texas. Just because of their common belief, they were all eager to break the shackles of racism in the south of the United States, where black people had no right to borrow money and even had no right to enter the bank in plain clothes. They also wanted to bring opportunities and hope to the black compatriots in their hometown by secretly lending loans to them, helping them start businesses, and improving their living conditions. Even in the face of difficulties and unknown consequences, Eunice followed her husband firmly. She really is a lady with ambition in mind and justice in action.

3.4 Adaptable to Circumstances

Being adaptable to circumstances is another manifestation of feminism in Eunice. She was born poor but tough. She was loyal to love, no matter poor or rich. She was always staying with Bernard, enjoying happiness and facing challenges together. When her husband's bank was in trouble, she put on a maid's uniform and enter the marlin bank as a cleaner to help her husband supervise the white partner Matt without any hesitation. In the face of Matt's irony, "You can stop.There's no one here to see you cleaning anymore." Eunice replied calmly, "Whatever I do, I try to do my best." It means that she did not pretend to clean, nor was it just to supervise him, she just wanted to do this work well. This is an attitude, a conscientious, responsible and dedicated work attitude. At that moment, Eunice was so shining. Her self-confident, unyielding and proud female brilliance was so moving that people could not help but applaud for her. It

seemed that at that time she was not wearing a maid's uniform, but the most dazzling dress. It was the charm of a black woman. She was pliable and powerful. She still held her head up when she was at a disadvantage. At that moment, her aura was far stronger than that of the white male, Matt.

3.5 The Pursuit of Equality

The feminist image of Eunice is also reflected in her dissatisfaction with the sexism in American society at that time and her yearning for an equal society. In the film, Matt ran Marlin bank badly, and the inspector of the monetary supervision office came to check the accounts. Being confused and helpless, Matt asked Bernard for help. Bernard got the news and wanted to enter Marlin bank to help Matt out of trouble. However, the strict apartheid system in Texas at that time prohibited black people from entering banks. Unless Bernard was willing to take off his suit and put on a servant's clothes, he could enter the bank. Therefore, there was a scene in the film that Eunice persuaded Bernard to put down her pride and just put on a servant's uniform and sneaked into the company, "Joe's not too proud to put on a chauffeur's uniform." Bernard said, "Joe was born with a silver spoon in his mouth. For him it's like playing dress-up." Bernard's lifelong wish was to put on a decent suit, and live a decent and respectable life like an upper-class white man. He was so resistant to wear the servant's uniform because he didn't want to be locked into that hateful dress code again. He had been fed up with the humiliation and restriction brought by the uniform. It is hard for him to pretend to be a servant just like Joe, who was born in a rich family and had less racial discrimination since he was a child. Then Eunice further enlightened Bernard, "Well, I wasn't. I was barely born with a spoon. How many times have I won this uniform to help this business?" Bernard faltered, "You're..." "A woman?" Eunice took a breath and spoke out what her husband did not say. "Yes." Bernard nodded. "I love you, Bernard. But how is that any different from a white man telling you you shouldn't mind some daily assault on your dignity because you're black?" After that, the scene changed, Bernard was finally convinced by his wife to put on the clothes of a cleaner and appeared in the hall of Marlin Bank. In a sense, this plot has rich connotations. As a representative of black men in the United States, Bernard, on the one hand, tries to get rid of the shackles of racial discrimination in the United States, on the other hand, he enjoys the superiority of male supremacy. As a black lady, the social status of Eunice, was obviously inferior to that of her husband. Sexism was another cancer of American society at that time. However, black American women are oppressed by racial discrimination and sexism, and their social status is extremely low. As a typical representative of the awakening generation of black women in the United States, Eunice is not satisfied with the social status of

being discriminated against and oppressed. She is eager to be respected by the society and family. She is eager to breathe the air of freedom and equality. She persuades her husband in her own way, gentle and powerful, which shows the awakening of African American women and the change of their family status.

4. CONCLUSION

The American film *The Banker*, under the background of American civil rights movement in the 1950s, reflects the problems left over from the history of racism in the United States and the efforts made by the hero as a black representative to solve the deep-rooted racial discrimination in the south of the United States. Three years after the hero was released from prison, Congress passed the *Fair Housing Act of 1968*, which, to a certain extent, protected the black people's housing rights and interests, improved residential segregation in the United States, and embodied the realization of the American dream. At the same time, the film also reflects the budding of feminism in the 1950s in the United States, and depicts the heroine Eunice as an optimistic and strong, smart and flexible, righteous and sensible, adaptable to circumstances, pursuing freedom and equality, and eager for independent lady. Eunice represents the black women whose gender consciousness and role consciousness began to awaken in the 1950s. They were born in poverty and were oppressed, but they were indomitable and proud. They were eager to change and seek equal social and family status in the American white male supremacy society and breathe the air of freedom and equality. They are eager for their abilities to be seen, their voices heard, their identities respected and their thoughts recognized. They can sit in a Rolls Royce and laugh, and they can still be proud in maid's uniforms. They are self-esteem and unyielding. They can enjoy happiness with their loved ones, and they can also share adversity with them. They have independent thoughts and personality, and they contributed to the liberation of black people and women. They should not be ignored by history. Their shining feminism is worthy of close-up by the director and should be appreciated. If there were no sacrifice and efforts of countless black women like Eunice, how could there be a spring of modern black women?

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Synaptic Pruning Mechanism of Brain Provides a New Way to Build Networks

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Abstract: The brain is one of the most complex and efficient system. Complex networks have become new methods to study the connections of brain neurons connections and brain region connections. The number of synaptic connections in the brain is developing according a first increasing and then decreasing model. Synaptic pruning mechanism of the cerebral cortex may be the key to make efficient brain network efficient and steady. Simulation and analysis of this mechanism is breaking point to attempt to explain the complex networks characteristics of cerebral cortex, and reveal neural structures formation process during development stage, which will provide a new reference method to create high efficiency and low energy consumption network at the same time.
Keywords: Brain networks; Synaptic Pruning Mechanism; Complex networks; Network Building

1. INTRODUCTION

Brain science is one of the most important subjects in the 21st century, and brain nerve information processing is a new interdisciplinary subject that integrates neurobiology, computing, and mathematics. Combining graph theory and complex network theory to study brain functional networks has become an important content of neuroscience research.

In 2013, Europe and the United States successively launched human brain projects. Internationally renowned journals such as Nature Methods, Nature Neuroscience, NeuroImage began to distribute special issues to introduce relevant technical knowledge and progress. It can be seen that the research of brain network is getting more and more attention from researchers from all over the world.

The brain is one of the most efficient, complex and stable dynamic information processing systems currently known. The central nervous system of animals and humans is composed of trillions of neurons. These neurons are not isolated, but are closely connected to each other to form extremely complex neural circuits (networks). The various neuron connections are collectively called "Synapse". In other words, the nervous system is connected by numerous synapses to form a very complex neural network to meet the needs of different physiological functions [1].

In recent years, modern non-invasive brain imaging technologies such as functional magnetic resonance imaging (fMRI), electromyogram (EMG), electroencephalogram (EEG), DTI (diffusion tensor imaging), etc. have gradually developed and improved. Researchers have also realized the key role of building a cortical network in analyzing the cognitive function of the brain, and strive to describe the functional and structural network maps from the individual to the overall level, and from the microscopic (single neuron) to the macroscopic (neuron clusters or brain regions). And to explore the internal composition mechanism of the network and analyze the efficient and robust performance of complex brain networks[2]. Figure 1 shows the construction process of the brain function network and structural network.
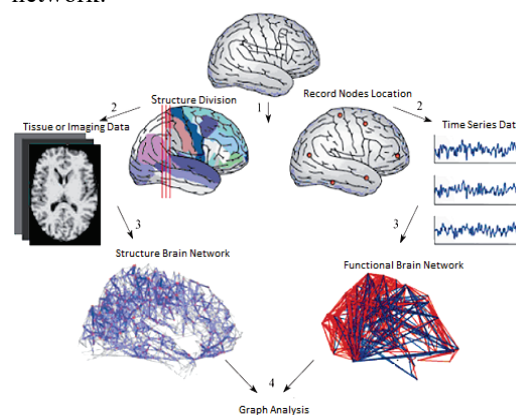
Figure 1 The construction process of the functional and structural brain network.

2. RESEARCH METHOD

At the end of the last century, with the two major research results of small-world networks and scale-free networks as the identification, the research of complex networks has achieved rapid development, and thus a broadly intersecting network discipline and engineering discipline was born. Complex network theory has become a new tool for current brain network research. Research on real complex networks in various categories confirms that most real networks have scale-free characteristics and small-world characteristics. The small-world characteristic refers to the fact that the network has ashorter characteristic path length and a higher clustering coefficient at the same time, so it has a higher information transmission efficiency. The scale-free characteristic means that the degree distribution of network nodes presents a power-law distribution, with a very small number of key nodes (called hubs), the hubs have more edges and most of them have fewer edges. The scale-free network is not easy to be attacked at will, but if its hubs are damaged, the characteristics of the network will change significantly.

Research on brain networks based on complex networks has been used to explore the relationship between brain networks and cognitive functions[3], genes, age[4], behavior[5] and other components.

A very important topic in brain network research is the development pattern of synaptic connections. Studies have pointed out that the number of synaptic connections in the brain are increasing firstly and then decreasing[6]. The synaptic pruning mechanism of the cerebral cortex may be the key to the efficiency and stability of the brain network. Simulation and analysis of this mechanism is also an attempt to reveal the statistical characteristics of the complex network of the cerebral cortex and is the breakthrough point in revealing the formation process of neural structures in the developmental stage. It also provides a new reference method for creating a network with high efficiency and low energy consumption.

Neurophysiological research shows that there are trillions of nerve cells in the brain, and there are complex and extensive connections and communications between them, forming more synaptic connections. Nerve cells interact with each other therefore form nerve cells clusters. These clusters form different areas of the brain. Different areas have different functions and roles. Scientific research has shown that the number of synaptic connections in the brain follows a development model that first increases and then decreases. Neuroscientists counted the number of synaptic connections during important periods of brain development, and the results showed that the number of synaptic connections in the brain during infancy is about 50 trillion, which is equivalent to the adult. When children grow up to 3 years old, the number of synaptic connections almost doubles. Later, after learning and training, as experience is gained, some synaptic connections will be gradually "cut off", and the number of synaptic connections will gradually decrease. By the age of 15, the number of synaptic connections in children's brains is close to that of adults[7] and tends to be stable. The number of synaptic connections will affect the brain's ability receive, process and store information directly.

Nerve cells cannot or are difficult to regenerate, but the connections between synapses will change. After a person is born, although the number of neurons no longer increases, the nervous system is still developing. As the brain is stimulated by external information, both of the number of synapses and the functions and structures of existing synapses will change. For example, synaptic functions are often changed during the process of memory and learning.

3. CONCLUSION

The development pattern of synaptic connections indicates that there is a process of "pruning" in the creation of brain neurons networks. Neurons form a large number of synaptic connections in the early stage, which is far exceeded the required number, and then useless synaptic connections will be gradually "pruned". While the computer science and engineering networks are just the opposite, starting with a small number of connections and then gradually increasing as needed. In terms of achieving optimization, the methods used in distributed computers and sensor networks are quite different from brain networks. Recent studies have shown that compared to other networks, the brain network may be the most efficient and stable network. This is probably caused by the brain synaptic connection and pruning physiological mechanism.

The formation process of synaptic connections of neural structures in the developmental stage suggests that we can develop new algorithms suitable for engineering network design based on this. When network engineers and computer scientists build networks, this neuroscience-based method may provide them with new ways[8]. For example, in a network established by the "pruning method", the flow of information is more direct. There are multiple paths for information to reach from one neuron to another, and the risk of network failure is minimal.
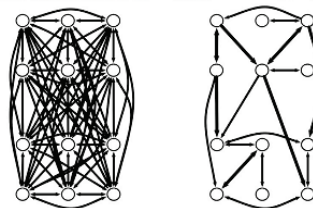
Figure 2 Schematic diagram of building network with "pruning method"

Through analysis, we speculate that the synaptic pruning mechanism of the cerebral cortex may be the key to the efficiency of the brain network. Therefore, simulating and analyzing this mechanism is also a breakthrough point in trying to explain the characteristics of the cerebral cortex network. At the same time, it also provides a new reference method for creating high-efficiency and low-energy networks that do not require infrastructure.

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The Realistic Predicament of Local Colleges and Universities in Governing Modernization Construction[1]

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Abstract: The modernization of local colleges and universities is an important part of the modernization of national governance. Compared with key colleges and universities, local colleges and universities are in many difficulties in promoting governance modernization under the influence of region, environment and policy, mainly including talent dilemma, capital dilemma and scale dilemma.
Keywords: Local colleges and universities; Governance modernization; Dilemma

1. LOCAL COLLEGES AND UNIVERSITIES MANAGE THE TALENT DILEMMA IN THE MODERNIZATION DRIVE

University governance is an important part of the modernization of national governance and a unique practice territory [1]. As the main body of colleges and universities, the modernization of the governance system of local colleges and universities has a direct impact on the process of education system and even the modernization of national governance. However, due to the regional, scale, policy and other factors, local colleges and universities have many practical difficulties in promoting governance modernization.

In the era of knowledge economy, talent is the soft power and core competitiveness of a country, a region and a unit, especially for universities leading social and economic development. Talent is the key factor in the development of a university. In various domestic university rankings, the quantity and quality of high-level talents have always been an important reference index to measure the comprehensive strength of a university. At the same time, high-level talents are also the core factor of whether a university can stand out in the fierce competition. Compared with China's 985, 211 and other key universities, local universities do not have natural advantages in social influence, geographical location, comprehensive strength and other aspects. Therefore, local universities have congenital defects in the introduction of high-level talents.

First of all, due to the low overall level of local universities in terms of school-running reputation and scientific research conditions, there is a big gap with key universities. Therefore, in order to increase the attraction to high-level talents, local colleges and universities generally adopt the way of increasing salary and treatment to make up for their disadvantages. By comparing the conditions given by six normal universities in Henan province for the introduction of high-level talents in 2019, it can be found that the weaker the comprehensive strength is, the more favorable the conditions are given by the universities of the same category of high-level talents. Take the introduction of a doctor as an example, the same level of doctors, Zhoukou Normal University to give a family fee for RMB 900,000,. Nanyang Normal University, Anyang Normal University, Shangqiu Normal University, Zhengzhou Normal University and other similar normal colleges give the resettlement fee of RMB 600,000. Xinyang Normal University, which has strong comprehensive strength, offered RMB 400,000 for settling down. The more powerful Henan Normal University offered only RMB 200,000.

Secondly, most of the local colleges and universities have obvious geographical disadvantages, economic development lags behind, transportation is not developed, and all kinds of public facilities and supporting facilities are insufficient. They are less attractive to higher-level talent. In this case, the government must give strong support to colleges and universities. On the one hand, urban infrastructure should be improved; on the other hand, policies should be given assistance.

For example,, Zhoukou city in Henan Province of China promoted the implementation of the "Talent Plan" and the "Celebrity Leader Goose Project" In 2018, which provided strong policy support for the introduction of high-level talents and greatly eased the pressure on local universities to introduce high-level talents.

Finally, due to various restrictions imposed by the government on teacher staffing, local colleges and universities are short of high-level talents, and the shortage of professional masters in recruitment cannot be implemented due to the lack of staffing. Therefore, it is often difficult to introduce high-level talents and the shortage of professional masters in need. Taking Zhoukou Normal University as an example, there are more than 1100 full-time teachers in the university, including 235 teachers with doctorate degrees, mainly

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majoring in traditional subjects such as Chinese language and literature, biology, chemistry and physics. In recent years, the school focuses on the development of primary education, Japanese, fine arts, social sports guidance and management, e-commerce and other 14 application-oriented emerging majors, but few teachers have doctoral degrees. This fundamentally limits the school application-oriented major development ideas.

2. LOCAL COLLEGES AND UNIVERSITIES MANAGE THE FUND DILEMMA OF MODERNIZATION CONSTRUCYION

The economic base determines the superstructure and restricts the speed and scale of development.

School-running funds are the basic guarantee for the development of higher education and play a fundamental and key role in the development of schools. There is not enough money to run schools, and the rest of the education effort is empty talk. For local colleges and universities, the sufficiency of running funds affects and even determines whether they can survive and develop. With the large-scale expansion of colleges and universities, many local colleges and universities have determined the development orientation of comprehensive, high-level and application-oriented. A new round of competition for the transformation and development of colleges and universities has begun quietly. The competition among local colleges and universities includes many aspects, such as the competition of higher education level, the competition of infrastructure construction, the competition of education and teaching reform, the competition of talent cultivation quality, the competition of faculty strength, the competition of scientific research and innovation ability, and the competition of serving the local economic development level. Fundamentally speaking, these competitions are based on the competition of comprehensive strength based on capital.

The funding sources of local colleges and universities mainly include three parts. The first is revenue from government appropriations. Including students per fixed allocation and special financial allocation, the beginning of each year in the form of documents issued to the university. Students per fixed allocation can only be used for the school staff funds and public funds expenditure [2]. There are two aspects of financial allocation imbalance. On the one hand, it is imbalanced that every student is fixed allocate funds, although the financial allocation of the country to the university is the unit that is the number of students, but can according to different discipline major category every allocate funds standard is different. At present, Henan provincial government implements the system of classified appropriation for provincial colleges and universities, and implements different ways of budget appropriation according to the development stage and school-running orientation of colleges and universities. The calculation formula is as follows: the number of students in different majors and at different educational levels × the basic standard of students. Take the undergraduate major as an example: Philosophy, liberal Arts and History are allocated RMB 7830 / student/year

for each student. Students majoring in economics, law, education, management, science, Physical Education, Journalism and Communication, engineering and archaeology each receive RMB 8,830 /student/year; Geology, mining, art, agriculture and other disciplines are allocated RMB 9,830 /student/year; Medical students are allocated RMB 10,830 per student per year. It can be seen that local colleges and universities do not have an advantage in the allocation per student. On the other hand, it is the imbalanced allocation of special funds. The allocation of special financial funds is generally made by the department of Finance according to the strength and contribution of different colleges and universities in the established fields. The main indicators include factors of talent cultivation, scientific and technological innovation, and social service and so on. It can be seen that local colleges and universities are also in a disadvantaged position in terms of obtaining special funds. In addition, special funds must be allocated under the approved projects under the expenditure, cannot be used for any unrelated expenditures. The second is career income, mainly for tuition and accommodation fees income. This kind of income is the charge standard that the university appoints according to the country strictly according to collect according to the facts; prohibit any form to collect in disguise. The fee rate approved by the NDRC remains the same all year round and is limited by the number of students, and the income of enterprises is also limited. At the same time, considering the poor students, student loans, malicious arrears of fees and other factors, tuition fees cannot be charged in full. After the income of public institutions is used to repay the principal and interest of bank loans in part of personnel funds and public funds, the remaining funds are far from meeting the needs of the development of institutions of higher learning. The third is rental income, interest income, donation income and other income. Because colleges and universities are non-profit organizations, this part of the income for colleges and universities is very small and subject to many policy restrictions. Take alumni donation as an example. The state stipulates that alumni donation must be established through legal channels, namely alumni fund, and alumni fund must be under the name of the alumni association. After the 18th National Congress of the COMMUNIST Party of China (CPC), the government has become stricter in the examination and approval of the establishment of alumni associations. It is difficult for many universities to get approval to establish alumni associations, so naturally there is no channel and platform for accepting donations from alumni.

In general, the annual financial allocation, revenue from institutions and other income of local colleges and universities basically meet the needs of daily teaching and research activities, personnel funds and public funds. However, it is far from enough to meet the needs of infrastructure construction and improvement of teaching and scientific research conditions in the process of university development and the scale of funding gap are large. Therefore, in order to meet the needs of development, many local colleges and universities can

only make up for the shortage of funds by means of social financing. At the current stage when the social financing system and mechanism are not perfect, there is undoubtedly a greater risk.

3. THE SCALE DILEMMA OF GOVERNANC MODERNIZATION IN LOCAL COLLEGES AND UNIVERSITIES

Economies of scale are a concept in industrial economics. It refers to the situation where the added value of output is greater than the added value of input when an enterprise increases the ratio of production factors. As an important place for the generation of talents, the generation of talents is different from the generation of enterprise products, but the scale efficiency is still applicable to the university. In reality, the scale of running a school is managed by the provincial government as a whole. Specifically, the Provincial Development and Reform Commission, in collaboration with the Education Department, will check the enrollment scale of the school according to the employment of college graduates, determine the scale of teaching land and teaching housing in accordance with the prescribed standards, and bring it into the development plan of the province's educational cause. Once the scale of running a school is approved, within a longer period, generally five years, universities will be subject to certain restrictions in terms of enrollment scale, land acquisition area, infrastructure construction and other aspects. Taking Zhoukou Normal University as an example, as a provincial and local undergraduate university, Zhoukou Normal University enrolled 20,000 full-time students according to the approval of the Development and Reform Commission of Henan Province during the 13th Five-Year Plan period. However, with the university successfully passing the undergraduate teaching qualification assessment in 2013 and the comprehensive implementation of the university's transformation and development strategy, the school scale has been expanding rapidly, and the number of students on campus has remained above 25,000 since 2015. The original teaching land, teaching rooms and teaching facilities approved to match 20,000 full-time students can no longer meet the needs of the current scale of education and teaching, which largely restricts the development of local colleges and universities.

With the rapid modernization of the national governance system, the construction of the modern governance system in local colleges and universities is still facing various difficulties. To break the dilemma, we need to break through ourselves from inside to outside, and more importantly, we need to unbind ourselves from outside to inside.

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The Value and Cultivation of Chinese College Students' Perseverance

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Abstract: Perseverance is a unique personal quality, for students' future study and life development performance, has a strong prediction, can cultivate student's development growth thinking, promote the development of students, at the same time, is the external performance of quality education. Finally, perseverance can be cultivated by setting difficult goals, shaping a good environment, breaking through the fixed thinking and persisting in deliberate practice.
Key words: Perseverance; Students; Growth

1. THE VALUE OF PERSEVERANCE

The concept of fortitude has aroused deep thinking in education circles. Some scholars have put forward that the connotation of the concept of perseverance is not only perseverance, diligence and persistence, but more importantly, indomitable perseverance and unquenchable enthusiasm for long-term goals. Meanwhile, it also contains learners' self-examination, supervision and restriction. The value of perseverance is mainly reflected in the contemporary quality-oriented education, which can promote students' growth thinking and their life development.

1.1 Performance of quality-oriented education

Fortitude is the external manifestation of quality-oriented education. In the process of pursuing goals, people with fortitude are more emotionally rich and can be used to take risks and live the best life, which coincides with the concept of quality-oriented education. As we all know, in recent years, the concept of core literacy has been put forward in education. Core literacy requires students to develop the necessary characters and key abilities to meet the needs of lifelong development and social development. In recent years, the research on strong character of relevant people has attracted the attention of schools and the society, and put forward a series of training methods. But in the actual implementation process, pay attention to for students fortitude character special observation, research and develop, is still the most high is king, attaches great importance to the students' scores, ignoring students in personality and mental defects, for the cultivation of students' fortitude character is just a bubble project, no long-term plan and various stages of the cohesion, so the cultivation of students' fortitude character should be long-term planning and good cohesion in different stages of the work.

Students with strong character have an intrinsic learning motivation and can better accept and regulate themselves. Psychologists think personality and character is a long-term, stable and the sum of the psychological characteristics of a certain orientation, its development with continuity and periodic characteristics, the development of people life is continuous, but each life stage has different characteristics, so more requests the student to accept long-term effective, and targeted consistency quality work. Students meet with difficulties in learning and development will not give up easily and with high achievement motivation and spontaneous good learning motivation, high achievement motivation is the external performance of self-confidence, witty, interested in learning or things on high curiosity of an achievement motivation, students in this class is often called a optimist. Students are more self-accepting than self-denying, and maintain a positive and competent image, especially after a competitive failure. The firm character can set up their own learning goals and goals, this kind of self-motivated learning behavior, and self-sustaining learning activities toward self-established learning goals and goals, is an intrinsic learning motivation. With persistence character of students, and therefore more able to self acceptance and self adjustment, move forward, towards your established goals, even meet different difficulties can adhere to the high morale, and in order to target of self supervision, self adjusting and self constraints, so that students can accept more of the influence of the quality, in the school and the society are able to constantly adjust themselves.

1.2 Develop growth thinking

Cultivating perseverance can promote students to develop growth thinking, and growth thinking and perseverance are highly similar, they do not give up after experiencing setbacks, and they believe that success can be achieved through efforts. Growth thinking is an idea proposed by Carol Dweck of Stanford University in the United States. He believes that students' learning habits are changed through constant reading and experience, and they never lose heart even when they encounter difficulties. This is very similar and fortitude character, Duckworth said himself is to cultivate persistence character, and the first thing to know growth, the study found that individuals with growth and ability to hold the idea of growth, that intelligence can through hard study and training to improve continuously, the difficulty and failure as a challenge and help their progress and grow so will more choice more challenging and full of pioneering work, so develop the cultivation of the students, resolute character to gradual growth. Dweck's subsequent research found that growth thinking has a huge impact on students' learning and development, including academic performance in school, interpersonal communication after entering the society, work attitude and even happiness.

Studies have shown that people with a growth mindset are more likely to succeed in the current of social development. In the reform and progress in China, emerged a large number of perseverance, excellence talents with innovative spirit, such as modern as an excellent representative of hangzhou shang ChiXiangLin and yu cashing, in investigating them, found that these people are growing more thinking and consistency of quality, in the entrepreneurial process has encountered great difficulties, not easily give up, but choose to insist, finally has obtained great achievement, which created a huge benefit for social development. This inspires us that growth thinking is not innate, but can be cultivated, educated and molded. Cultivating persistent qualities during students' school life can promote growth thinking, which enables students to actively broaden their horizons, change their development thinking and solve problems from multiple perspectives.

1.3 Promote the development of students

There is no doubt that perseverance can predict students' academic performance in education, but in the development of students' life, perseverance can promote students to move forward unremittingly, indomitable and full of enthusiasm to achieve their top goals. In general, since has become China's basic national policy of family planning, China began to sharply reduce the number of children, only children enjoy too much attention, family and community life did not encounter setbacks, only need to learn in this environment the survival of the child, against frustration endurance is extremely weak. In other words, due to the decreasing number of children in the family, especially the only child phenomenon in the 21st century, the elder in the family dote on the only child, which makes the children lose their wits in face of setbacks. In the long run, I will be vulnerable to setbacks and difficulties. With such a small ability to work under pressure, I cannot undertake the corresponding responsibilities and obligations. Moreover, I will face and solve major problems rationally and effectively. To cultivate students' perseverance, they can never lose heart in the face of setbacks, climb up to sum up experience after falling down, and use what they have learned to guide them to move forward with enthusiasm.

Resolute people have more sense of responsibility and responsibility. In the long run, in schools and families, a long-term effective fortitude character cultivation and training of people, in the narrative experience responsibility, learn to bear, enhance alone to face the difficulty of determination and perseverance, bear the responsibility and obligation, and improve the efficiency of study and work, optimistic open and bright, to integrate into the collective, dedicated, improve the collective cohesion. "If the youth are strong, the country will be strong". As the youth reserve army, they are able to make unremitting and persistent efforts in school and society and make progress towards long-term goals with enthusiasm. Can't such a country go ahead and rise as a great power? The answer, of course, is yes.

2. THE DEVELOPMENT OF PERSEVERANCE

Perseverance is a positive psychological quality, is a variable, can be cultivated quality. Research shows that grit can be developed in a number of ways, such as setting tough goals, shaping a positive environment, thinking outside the box and deliberately practicing.

2.1 Set appropriate goals

It is necessary to set up proper goals in cultivating students' fortitude, but first we need to cultivate students' sense of self-efficacy. Self-efficacy, as Stanford's Bandura puts it, is the quality of believing that you have what it takes to achieve immediate goals. There are several ways to establish a good self-efficacy. The first is to have a good stress response, be able to look at the challenges after failure, re-examine the setbacks and establish a positive circle of friends; Second, approach the person who has succeeded or follow his example; Third, surround yourself with people who support, guide and believe in you. This person can create a good environment and guide students to explore their talents. Finally, it is necessary to accumulate experience in breaking through difficulties and achieving goals at ordinary times, so as to lay a solid foundation for achieving top-level goals in the future.

Setting appropriate goals and high standards enables students to set high goals, work harder, and know their true level. []now all reaction at home and abroad have such situation, parents set is still in relatively simple goal so that students can easily achieve, not taste the flavor of failures and setbacks, but this simple and easy to achieve the goal of making students, at the same time also think his talent is incomparable to abandon efforts to give up to a higher goal. By removing obstacles and setting simple goals, parents can deprive students of valuable life lessons. These include learning how to train hard for a long-term goal and always go all out to achieve it. A high standard can help students understand where their true level is and what they should do to pursue true success.

2.2 Create a good environment

Studies have shown that both environmental differences and other factors can trigger a virtuous cycle, and these influencing factors can get a social multiplier effect through cultural communication. Therefore, it is also necessary to create a good environment to cultivate perseverance in order to trigger a virtuous cycle.[]

Building proactive relationships is one of the ways to create a good environment. Environment includes family environment, school environment and social environment on the macro level, and parents, teachers and individuals in the society on the micro level. Family is the minimum base of the society and the basic cell of the country. The family is the child's first school, the parents are the child's first teachers. Building proactive relationships starts with creating an environment that listens and responds. Research has shown that intelligent home environments are highly supportive and demanding, where parents recognize that students need love, support and freedom, and are able to reach their full potential. Establishing positive relationships, reaching out to people who have already succeeded in areas of interest to you, or following the example of strong character s around you can also create a virtuous circle.

To some extent, specific interventions are also a way to shape a good environment. In the process of cultivating perseverance, wise intervention is mainly used to integrate long-term effective intervention measures into life, so as to facilitate these positive psychological emotions to help strengthen perseverance. Wise interventions are proven by reliable research. They can first use their strengths, identify them in certain ways, and most likely use them in new ways to achieve their goals. Secondly, we can explain setbacks in an optimistic way, and explain setbacks in a positive way can promote happiness and help achieve a virtuous circle. Finally, hope is a must. Studies have found that increasing the sense of hope can change the way people think and find more ways to achieve their goals in the face of setbacks.

2.3 Break through the conventional thinking

Break through the conventional thinking, cultivate students' perseverance, and avoid learned helplessness. Fixed thinking belongs to the category of cognitive psychology, which is simply a set of thinking. It is a state of mental preparation for people to engage in some mental activities, and it is also a habitual way of thinking that has been formed for a long time. People with fixed thinking think that their intelligence and ability are fixed and inborn. They are afraid of failure and refuse to accept challenges and difficulties. Instead, they will choose tasks that are easy to succeed to show their intelligence, and their development potential will be limited in the long run. The external manifestation of fortitude is not giving up easily in the face of setbacks, which is similar to the spirit of being more brave with setbacks. If you are afraid of failure and refuse challenges, then deliberate practice will become meaningless struggle. The more setbacks, the more afraid, the longer it will develop into learned helplessness, which is not conducive to learning and development.

Teaching students effective methods and measures is the key to break through the conventional thinking. In the process of learning and development, teachers and parents should make full use of their long experience and experience to let students understand the thinking set, fixed function and brewing effect on the students to solve the problems; Besides, I also know how to develop effective strategies, open students' minds, encourage them to think from multiple perspectives, and have the courage to accept themselves. In daily life and teaching management, I will constantly cultivate the ability to solve difficulties.

2.4 Practice deliberately

The ancients often said that "one minute on the stage, ten years of work off the stage" is to discuss the importance of deliberate practice, the cultivation of perseverance must not be without deliberate practice efforts. After a long period of deliberate practice in a field of interest and pushing the limits, you will eventually have a flowing, flow-like experience. The American psychologist Erickson put forward deliberate practice by studying three groups of students in a conservatory. Simply put, it takes 10,000 hours of deliberate practice to become a world-class master. It is through persistent, purposeful and planned deliberate practice that perseverance manifests itself; In other words, deliberate training is an outward manifestation of fortitude, a purposeful, prepared and persistent training behavior.

Teacher - led, adhere to deliberate practice. Under the current environment, in the process of students' growth, teachers are the main body and students are the main body to train and cultivate students' strong character deliberately. In an exam-oriented education environment that focuses on academic performance, long periods of test questions have been proved to be effective and rapid in improving students' performance. In other words, long periods of deliberate practice can effectively improve students' performance. Combined with their own promotion process, we will find that some people have paid the same amount of time and energy for deliberate practice, but the final result is always so unsatisfactory. This is what teachers often say in school: "Don't pretend to work hard, the result will not lie". Deliberate practice is not simply a single action or skill practice repeated countless times. It requires doing better each time, doing better today than tomorrow, doing better this year than next.

Deliberate practice is the external manifestation of perseverance, and long-term deliberate practice needs the support of perseverance. During the learning process, teachers guide students to set clear and feasible goals, give beneficial feedback in deliberate practice, consciously cultivate their hard-working spirit and strong will not be afraid of hardship and fatigue, and make it clear to students that only with perseverance can they remain invincible in the future competition.

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Sharing of Experiences in Web-Based Teaching of Engineering Graphics

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Abstract: In order to ensure the quality of the web-based teaching during the Novel Coronavirus epidemic period, as a teacher, through the analysis of the teaching situation of the course "Engineering Graphics ", combined with the characteristics of the network teaching, the" asynchronous learning method of the web-based teaching "was designed. The teaching method consists of three parts: asynchronous learning online resources, homework and discussion, and live interactive. And the teaching method has been recognized by students and colleagues, and achieved good teaching results.

Key Words: Asynchronous learning; Web-based teaching

1. PREPARATION BEFORE CLASS - SITUATION ANALYSIS

In the spring semester of 2020, due to the impact of the Novel Coronavirus epidemic, most college teachers in China have to conduct online teaching. In order to ensure the students to complete their studies smoothly, as a teacher of Zhoukou Normal University, I should also respond positively to the call of the country [1], overcome all difficulties, and actively participate in the online teaching work.

When the school has just issued instructions that teachers need to teach online, I do feel a little overwhelmed. In many years of teaching, although some learning management platform are often used, such as "duifene"[2-3] to implement some teaching arrangements, to exchange and discuss questions with students, but it is the first time in my life to teach through the full use of the network.

First of all, I analyzed the current situation of the course. The course I teach is Engineering Graphics, which is a basic course for engineering major. The teaching material used is compiled by the drawing textbook compilation group of China University of Mining and Technology. At the same time, there are exercises and CD-ROMs, which can meet the requirements of teachers and students. At the same time, as the teacher of the course, I have taught for more than ten years.My teaching experience is rich, the content of the course has been well grasped, and I have accumulated a large number of curriculum resources, so there is no need to rely entirely on the network of other teachers' teaching resources. So I plan to build classes on the platform, record some of the course videos, and collect some better course videos on the Internet to provide students to learn. As soon as there is an idea to act immediately, in the first two weeks before the students start classes, I have completed the construction of the " Chaoxing learning " platform, the course built contains perfect video, PPT\question bank and other modules, that

can meet the needs of online teaching[4-6].

In addition, I also analyzed the situation of students. The students who study the course of "Engineering Graphics " are all admitted through the college entrance examination, without the personnel who recruit students independently, the students' basic foundation is solid, the overall learning ability is strong, the understanding ability and the grasp degree of knowledge are better, and it is not very difficult to study this course. However, according to the teacher's teaching experience in previous years, because the curriculum content of this course is closely related to solid geometry, it will be a little difficult for individual students who are not strong in three-dimensional sense to learn. Teachers should strengthen management and extracurricular tutoring for this part of the students. Therefore, one-to-one timely communication is very important in the process of students' learning, and this link is essential in teaching design.

2 TEACHING PROCESS AND DESIGN

In view of the above analysis, I use the teaching method is: asynchronous learning method of the web-based teaching [7-8]. The asynchronous learning here refers to the staggered peak learning, staggered the time of network congestion, students arrange their own learning time. This teaching model covers three aspects, namely: asynchronous learning online resources, homework and discussion, and live interactive.

Firstly the student asynchronously learn online resources. Every monday I will publish this week's learning tasks, clear week's learning content, learning goals and assignment. Of course, because students will learn online resources asynchronously, then when students encountered the knowledge point which they do not understand in the process of learning, what and how should they do? I have provided students with three solutions: first, students can ask me directly through WeChat/QQ or Chaoxing Learning APP, second, students can initiate discussions in Chaoxing Learning APP, and third, students can communicate with each other. In these three ways, the first two I can participate in. In order to ensure that students can contact me immediately when they do not understand the knowledge points, I set the sound of the software used in the course into a relatively easy to distinguish sound, which proved to be desirable.

Then students finish their homework and participate in the course discussion initiated by the teacher. A very obvious characteristic of engineering Graphics course is that students should practice more to master the relevant knowledge points, so the amount of homework in this

course is more. At the same time, every week I will release 1-2 discussion topics which students should participate in, according to the questions students asked and completion of students' Homework, and combined with the difficult points of the week's learning content. This may strengthen the understanding of knowledge.

Finally, live interactive, that is, the most important step, The teacher is going to talk in a string about a week's learning content, analyze and explain the error points of the homework. Of course, the live interactive is also the wrong peak, I usually do this on Sunday afternoon. Before the live interactive, on Thursday or Friday, I usually check the students' learning situation, such as the progress of study, the completion of homework and so on, and then urge the unfinished students to finish it as soon as possible. Before the weekend live interactive, I also should check the comments in the discussion area and so on. Only when the teacher completes these contents, can the live interactive can be targeted.

3 TEACHING METHODS AND MEANS

This course mainly adopts the following teaching methods: (1) Visual demonstration method: in the teaching video, by displaying the visual models of various objects, students are given a better understanding of the physical objects of drawing, so that the analysis of graphics is more clear. (2) Thematic discussion: Each week, according to the progress of the course and the students' learning tasks, 1-2 discussion topics were set up. That students participat in these discussions can help them to clarify the difficulties, priorities or confusing points of the week. (3) Practice method: For engineering Graphics, practice is an essential link. That teachers arrange the drawing assignment and students complete assignment may consolidate the curriculum content. (4) Summary Act: Every weekend, teachers interact live on the learning platform, one of which is to review and summarize the learning content of the week. (5) Self-made model method: according to the teaching needs, students are required to model the form in their homework with materials (easily available), to strengthen the transformation between "three-dimensional" and "two-dimensional plane ", and to strengthen students' sense of three-dimensional and spatial configuration, spatial thinking ability. This method is popular with students.

4 TEACHING EXPERIENCE

Network teaching, for teachers, the workload has increased, working hours have been extended. In order to ensure the quality of learning resources provided to students, when teachers are building classes, teachers should collect a lot of online teaching resources, then screen, edit, and finally provide students with learning, this process is very heavy; In addition, because of autonomous learning, students may encounter similar problems, sometimes a similar problem, teachers need to speak several times. Because the students' study time is not fixed, often when I am cooking, the students come to ask questions, so I have to answer the students' questions first.

The teaching mode of " asynchronous learning method of the web-based teaching " emphasizes the supervision and management function of teachers. Because it is not offline teaching, teachers' grasp of students' learning becomes relatively difficult. All teachers need to have a strong sense of responsibility, always pay attention to the statistical information of the teaching platform, and urge students to learn independently and complete their learning tasks in time.

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The Characteristics of "Learning Before Teaching" Teaching Mode

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Abstract: With the deepening of the reform of basic education course, on the premise of students' autonomous learning "learn to teach with learn settle teach" teaching method is gradually applied in classroom teaching, teachers teaching gradually from imparting knowledge to cultivating students' learning ability, innovation bring new life to the classroom teaching, the teaching mode of "learn to teach with learn settle teach" teaching mode for the majority of teachers. This paper makes an in-depth exploration of the application of the teaching mode of "learning before teaching, and teaching according to learning" in classroom teaching. Firstly, it defines the teaching mode of "learning before teaching, and teaching according to learning" through literature analysis. Finally, it describes the application and characteristics of "learning before teaching, and teaching according to learning" in teaching.
Key words: Learn before you teach; Teaching is determined by learning; Classroom teaching

THE DEFINITION OF "LEARN BEFORE YOU TEACH"

With the deepening of the new curriculum reform, great changes have taken place in classroom teaching, among which the transformation of traditional classroom concepts and teaching methods has become the key to classroom teaching reform. The Chinese Curriculum Standards for Compulsory Education (2011) points out in the teaching recommendations: "Chinese teaching should stimulate students' interest in learning, cultivate students' awareness and habit of independent learning, guide students to master the method of Chinese learning, and create an environment conducive to independent, cooperative and exploratory learning for students. In the course of classroom teaching reform of basic education, the teaching mode of "teaching first, learning later, and teaching based on learning" improves students' learning initiative and enthusiasm, completely changes students' passive learning state, and is accepted by the majority of teachers.

Literature research shows that the teaching method of "learning before teaching" was first proposed by Qiu Xuehua, a famous teaching reformer in China, in the 1970s, and has caused a great response in the field of basic education. With the deepening of the 21st century our country elementary education curriculum reform, "learn to teach to learn teaching" teaching mode the essence of the spirit, fully in line with the basic education reform is put forward of "student is the main body of learning, the teacher is the organizer and guide of students learning activity" the basic concept, some theoretical researchers to "learn to teach to learn teaching" teaching mode has carried on the theoretical thinking and academic inquiry, the representative and point of view, and professor wen-sen yu "learning before teaching" analyzes the theoretical and practical significance. Professor Zhang Rongwei commented on the different variations of "learning before teaching" in practice. Professor Liu Jia-visit reminds primary and secondary school professors not to turn "learning first" into "blind self-study". Tu Jinhong and Li Rumi think that "learning before teaching" teaching mode is "popular" and "risk" in the current curriculum reform. Literature research shows that when students are able to read and think about textbooks, they enter the stage of "relatively independent" and "basically independent" learning. At this time, it is necessary to let the students read and think independently first, and the teacher conducts targeted teaching on the problems encountered by the students in the learning process to make classroom teaching targeted.

1.1 "Learn first, teach later" mode is a kind of "self-service" teaching. The so-called "learning first" refers to the learning process in which students read and think independently in response to the questions raised by teachers. This process is based on solving the problems in the existing learning development area. The so-called "post-teaching" means that teachers communicate and demonstrate the problems raised by students in the primary school to ensure that students get all they get. This teaching process enables students to enter the classroom with their own problems, confusion, thinking and ideas, so it is targeted, participatory and developmental. The ultimate goal of this teaching mode is to promote the all-round development of students, cultivate students' innovative spirit and practical ability, and further make students love to learn, study hard and will learn, thus emphasizing self-study, inspiration and dialogue, and opposing to directly inform the answer.

1.2 "Learning determines teaching" as a new teaching method is determined by "learning before teaching". Post-teaching can be carried out according to the problems and difficulties raised by students in the process of prior learning. Meanwhile, teachers should carry out improvement teaching, so that students can know the reason better through teachers' teaching. Therefore, teachers should do the following for the "learning" of students: First, teachers should return the time to students, so that students have enough time in class to study independently; Second, teachers should give the right to read back to students, so that students can master the content of the textbook through their own understanding; Thirdly, teachers should make great efforts to inspire, and

guide, motivate, inspire and enlighten students to active learning, deep learning and innovative learning. As the guide of students' learning, teachers constantly guide and inspire students to explore and think instead of thinking directly to solve problems.

1.3 "Learning before teaching" and "teaching based on learning" are ultimately for the development of students.

The essence of their application in classroom teaching is that teachers guide students to understand knowledge on the basis of independent learning, promote students to establish correct emotional attitudes and values, and thus cultivate students' ability to learn Chinese. "Learning before teaching, learning determines teaching" is an integrated classroom, which is no longer centered on intellectual development and knowledge-led classroom values, but realizes the overall development view of students under quality-oriented education.

2. THE CHARACTERISTICS OF THE TEACHING MODE OF "LEARNING BEFORE TEACHING"

"Learning before teaching" and "teaching determined by learning" mean that students learn first and teachers teach second. Students get rid of the dependence of teachers and each student can learn ahead of time according to their own progress. Therefore, the teaching mode of "learning before teaching" and "teaching determined by learning" have the characteristics of being ahead of the curve, independent, targeted and developmental for students' learning.

2.1 advanced

In terms of time, learning first is the same as preview. As we all know, the traditional teaching is that classroom teaching comes first and students review and do homework later, which is rote learning and metaphysical learning. In class, "guided learning plan" and "independent study sheet" are usually adopted to guide students to conduct self-study before class. This will be the traditional "teachers with teaching materials to students" to "students with teaching materials to teachers" this kind of advance fully give students independent thinking time, give play to the initiative of students learning, to a certain extent to stimulate the enthusiasm of students to learn, cultivate students practical ability to solve problems.

2.2 independence

Independence is the most essential characteristic of learning first. Learning first emphasizes that students should get rid of their dependence on teachers, carry out learning activities independently and solve the problems of existing development areas by themselves. Learning first means that students independently read textbooks and make reading notes before the teacher gives lessons. From this point of view, there is a difference between pre-study and traditional preview. In the learn independence, is the student independent access to basic knowledge, basic link acquisition of basic skills: traditional preview generally refers to the learning subject before the formal into classroom teaching stages of preparation, preparation has properties, from belongs to the class teaching, direct service for classroom teaching, is not the main steps of on which students acquire knowledge and skills.

2.3 targeted

One of the distinguishing features of post-teaching from traditional classroom teaching is pertinence, that is, teaching must be conducted according to the problems raised and existing in students' advanced learning. Otherwise, the teacher is still self-centered, comprehensive, systematic teaching, it will lose the meaning of letting students learn ahead of time, lost the pertinence of teaching. It is precisely this kind of pertinence that makes the independent learning ability of students constantly be manifested and strengthened, and finally forms, and makes the teacher's dominance continuously transform into the student's subjectivity, so as to achieve the ideal effect of "teachers teach less and students learn more".

2.4 developmental

Development is to focus on the overall development of each subject. The student's first learning is the student in the study through their own efforts to learn knowledge; According to students' first learning, teachers' second teaching is to help students further master more knowledge and promote the further development of students.

3. THE CLASSROOM FEATURES OF "LEARNING BEFORE TEACHING"

3.1 Improve the students' core literacy

Class is a main channel to cultivate students core literacy, based on the "learn to teach with learn settle teach" of classroom teaching, according to the characteristics of the students in the teaching design, with the help of team cooperation and interaction between teachers and students, initiative investigation and other methods, make the students master the basic knowledge in the process of learning and sharing, in the process of dialogue and exchanges to exercise the students' ability to use knowledge to solve problems and independent thinking ability, and the methods and skills of reading comprehension, the aim of improving the students' core literacy.

3.2 It reflects the principal position of students in learning

The classroom teaching of "learning before Teaching" reflects the independent learning activities in the real sense. Students can improve their own access to materials and independent reading, gradually discover problems by themselves in the learning process, and form the ability to solve problems by themselves through independent access to materials. At the same time, the teacher according to students' learning situation, applying the idea of "learning to teach" teaching, active participation in the students' learning activities, give full play to the role of the organizer and guide teaching, aiming at students encounter difficult problems to solve, through targeted specific guidance, let the students experience the process of exploration and discovery. Let students feel the joy of learning and stimulate the enthusiasm of learning in the process of independent learning and exploration.

3.3 Implementation of cooperative learning throughout the teaching process

"Learn to teach with learn settle teach" the implementation

of group cooperative learning activities in classroom teaching, to promote the mutual learning and mutual communication between team members, and greatly stimulated the students' learning enthusiasm, cultivate the students' consciousness of cooperation, cooperation ability and the spirit of cooperation, make the student development thinking in the cooperative learning, collide with each other, sharing the joy of learning. The whole teaching, the teacher put yourself in the organizers, the position of director, fully respect the students' characteristics, for students understanding does not reach the designated position, feeling less than place, the teacher timely intervention, enlightening guidance, help students to solve the problem, is a student in good relationship between teachers and students and classroom atmosphere, free easy for reading comprehension, feel the fun of learning.

4. ADVANTAGES OF "LEARNING BEFORE TEACHING" IN THE CLASSROOM

The application of "learning before teaching" in classroom teaching has the following advantages:

4.1 It overcomes the disadvantages of indoctrination teaching and cultivates students' independent learning ability

The traditional classroom teaching is the teacher speaks, students listen to the rigid teaching way causes students to study in a passive state, to instill a teachers, students enter blindly, eventually formed a rigid teaching form of "cramming education", the thinking of students to follow the teacher in the classroom, the teacher is the controller class, resulting in lack of angry, classroom learning atmosphere is poorer. "Learning before teaching, and teaching based on learning" integrates students' active thinking into the whole class. Teachers guide students to read, think and express themselves actively by guiding students to communicate, discuss and explore. Students have become the master of learning. They actively participate in the learning process, gain knowledge under the guidance of teachers, and gain a sense of accomplishment and satisfaction.

4.2 It breaks the opposition between teachers and students in traditional classroom teaching and presents diversified interactions between teachers and students

Traditional teaching tends to be teacher-centered, textbook - centered, focusing on standardization rather than innovation, which is not conducive to broadening the horizons of teachers and students. Classroom teaching is usually based on teachers' teaching habits, and as time passes, teaching methods and teaching means become solidified. Classroom teaching is a flexible process. In the process of "learning before teaching", teachers and students answer students' questions in a specific way. In this process, group cooperation, exchange and discussion, and joint exploration have become the main teaching links in the whole classroom. Thus getting rid of the teacher's monologue, the whole classroom has become a stage for students and teachers to discuss together, and the classroom atmosphere is relatively strong.

PROBLEMS EXISTING IN THE TEACHING OF "LEARNING BEFORE TEACHING"

5.1 Problems of teachers' classroom control

In the teaching of first learning and then teaching, students are the masters of learning. Teachers should not allow students to learn at will and destroy classroom discipline, but also require students to discuss with each other in groups. Therefore, compared with the traditional classroom, teachers have a low degree of control over the classroom, which leads to the poor learning effect of students unconsciously.

5.2. The effect of learning first is not obvious

Students ask questions through independent learning before class, and teachers teach students the problems that cannot be solved in the process of learning first, so as to maintain an efficient learning state. In the process of observation, it is found that due to the differences in each student's cognitive level and learning ability, some students are willing to preview, while others have poor preview effect, unable to ask questions in class, the preview effect does not reach the ideal level, and they are still very unfamiliar with the learning content.

5.3. Obvious differences among students

Students with strong learning ability can ask targeted questions and gain development. In the process of group discussion and class discussion, students with good grades actively participate, showing strong interest and enthusiasm in learning. However, students with poor learning ability show passivity in class and almost zero communication in the process of cooperation, communication and discussion. Therefore, it shows the obvious difference between top students and poor students.

SUGGESTIONS FOR IMPROVEMENT OF "LEARNING BEFORE TEACHING" IN TEACHING

6.1 Improve teachers' classroom control ability

As a modern teacher, the teacher should give the initiative to the students, let the students actively enjoy learning at the same time the teacher should be timely teaching wit timely control of the classroom rhythm and order. The teacher should answer the questions raised by the students in time so that the students can have a better future study. Therefore, teachers should constantly create a good learning atmosphere, in order to improve students' learning enthusiasm, thus forming an efficient classroom; Secondly, teachers should grasp the rhythm and make reasonable use of class time. In class, teachers should pay attention to cooperative learning, and do not speak or speak less about problems that students can understand or solve through group cooperation. Teachers should spend a lot of time on cooperative learning and explaining problems that students can't solve. Finally, we should cultivate students' cooperative spirit. Only by giving full play to the learning power of each member in the group can we achieve efficient learning.

6.2 Improve students' autonomous learning ability

Students should gradually cultivate their ability of self-study. First of all, we should cultivate students' habit of preview. Before the new class, teachers should arrange to check the writing background of the author and the article or ask some corresponding questions, and let the students take the initiative to learn before the new class and

discover the problems consciously.

6.3 Improve students' cooperative learning ability

Group cooperation is the key link of "learning before teaching". Through cooperative learning, students' thinking ability and expression ability can be cultivated, and the advantages of each student can be brought into play. Of course, the power distribution among the members of each group should be equal, so that the members of the group can help each other and develop together. If the strength gap is too large, competition cannot be formed, and the classroom atmosphere is naturally not good enough. Only by helping each other and cooperating with each other can groups create a good group atmosphere and thus promote the formation of class atmosphere. At the same time, the leader of the group should be cultivated, and responsible and responsible students should be selected to lead the group members to make progress together. Teachers should also communicate with each group leader in a timely manner to solve problems that cannot be solved in each group.

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Analysis and Design of Online Bookstore based on UML

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Abstract: According to the characteristics of the analysis and design stage in the development of online bookstore, starting from the requirement analysis of online bookstore, the unified modeling language(UML) was used to model online bookstores. And the functional use case models is established. The corresponding modules are analyzed and designed by sequence diagram and state chart diagram of the unified modeling language, which provides the theoretical basis for the subsequent development and improves the development efficiency.
Key Words: UML; Use Case Diagram; Sequence Diagram; Online Bookstore; State Chart Diagram

1 UML OVERVIEW

With the increase of the types and quantity of books sold and the increase of the number of customers in physical bookstores, the bookstores are short of space and the staff are busy. With the more and more in-depth application of information technology in management, the implementation of management information systems have gradually matured in technology [1-5]. With the help of network, customers can purchase books through online bookstore [6], which not only facilitates customers, but also improves the work efficiency of bookstore managers. According to the actual requirements of online bookstores, the design models of the system are established using UML as a tool, combined with object-oriented and software engineering, which provides the basis for the subsequent system's development and improves the system development efficiency.

The Unified Modeling Language (UML) is a general visual modeling language which has become a widely recognized standard in the international software field[7-18] and can be used in various stages of software system development and modeling. It is a general modeling language, which has the ability to create a variety of structural models, such as static structure and dynamic behavior of the system. It has scalability and generality, and is suitable for the modeling of a variety of variable structural systems. The value of UML is that it comprehensively reflects the best experience of various object-oriented methods in the world. It supports use case driven, architecture centered, incremental and iterative software development.

Each UML view is composed of one or more diagrams. A diagram is the representation of the system architecture on a certain side, which is consistent with other diagrams, and all the diagrams together form the complete view of the system. UML provides nine different diagrams which can be divided into two categories: static diagrams, including use case diagrams, class diagrams, object diagrams, component diagrams and deployment diagrams; dynamic diagrams, including sequence diagrams, collaboration diagrams, statechart diagrams and activity diagrams.

2 FUNCTIONAL ANALYSIS OF ONLINE BOOKSTORE

Through many interviews with bookstore managers and customers, the scope of online bookstore demand information is determined. The online bookstore is a comprehensive management system that realizes the management of books in the physical bookstore and books purchased by customers through the Internet. The users of this system have administrators, members and tourists, and different users have different permissions. The administrators can manage the system, commodities and orders. The tourists can view and search books. The members can also purchase books, manage their orders and manage shopping carts in addition to viewing and searching books. The functional module diagram of the system is shown in figure 1.
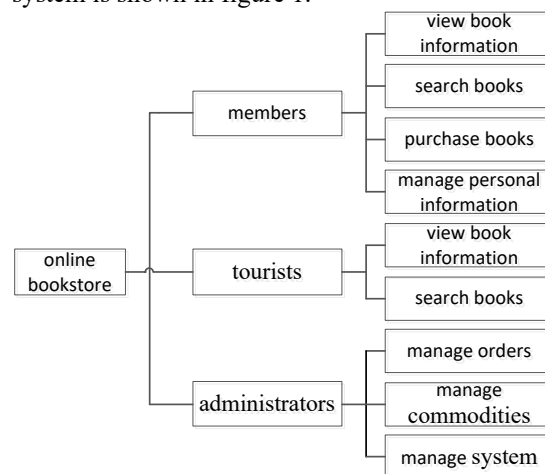
Figure 1 the functional module diagram of the system

3 UML MODELING OF ONLINE BOOKSTORE

According to the requirement analysis of online bookstore, UML is used to model the system, and then the visual model is used to display the system with intuitive graphics, including use case diagram, sequence diagram and statechart diagram.

3.1 use case diagram

The use case diagram is the first step from the software requirement analysis to final implementation. It describes how people use a system. And it is a model diagram of system functions that can be observed by actors. The whole development process is around use cases of the

requirement analysis stage [5]. The diagram presents some actors and some use cases, as well as the relationship between them. It serves as a bridge between users and technicians, as well as facilitating communication between technicians about the system functions. The process of analyzing, abstracting, collating and refining business requirements using the use case view to form an abstract model is called use case modeling. and this model is the use case model. The following describes the drawing of use case diagrams of the online bookstore.

(1)Identify actors

According to the function module diagram of the system, the main actors of the online bookstore are members and managers. In addition, tourists (non-members) can also use the system to query some books' information.

In addition, in order to clear the division of labor for business development and internal management, the administrators hope to allocate the responsibilities and authority of administrators according to the scope of work. Administrators are divided into commodity administrators, order administrators and system administrators.

(2) Identify use cases and draw use case diagrams

In the use case modeling stage, in order to reduce the complexity of the use case diagram, the online bookstore is divided into two subsystems, namely, the customer purchase subsystem and the bookstore's internal management subsystem. Members and tourists belong to the customer purchase subsystem, while administrators belong to the bookstore's internal management subsystem. In the following, use case diagrams are drawn for different actors, as shown in figures 2 to 4.
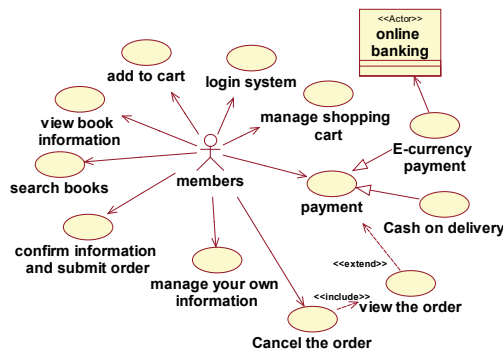
Figure 2 members' use case diagram
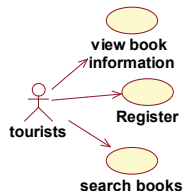
Figure 3 tourists' use case diagram
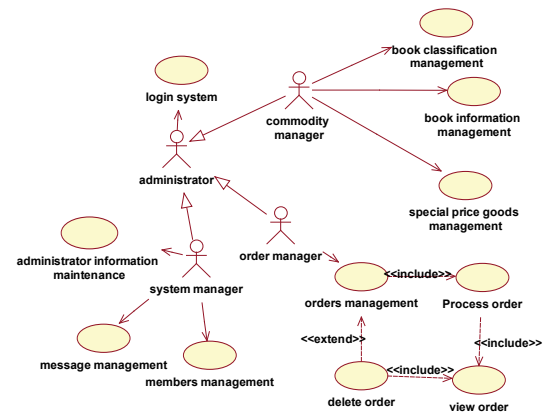
Figure 4 administrators' use case diagram

3.2 sequence diagram

The sequence diagram describes the time sequence of messages passing between objects. It is used to represent the behavior sequence in use cases, and it is an interaction diagram emphasizing the time sequence of messages. There are many use cases of online bookstores, here only gives the sequence diagram of two use cases: the bookstore's administrators login the system and the members add books to the shopping cart.

(1) Login sequence diagram of bookstore administrators (see figure 5)

The sequence diagram of administrator login is as follows:

①The administrator first interacts with the login interface of the administrator, and enters the administrator type admintype, login name loginName, and password loginPwd;

②The administrator login interface interacts with the administrator login control class, and the administrator login interface calls adminlogin () of the administrator login control class;

③The administrator login control class interacts with the administrator entity class, and calls adminlogin() of the administrator entity class to verify the input information;

④ If the verification passes, the administrator login control class is positioned to the corresponding type of administrator interface.
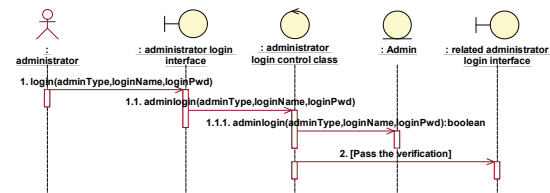
Figure 5 the login sequence diagram of bookstore administrator

(2) The sequence diagram of adding books to shopping cart by members (see Figure 6)

The sequence diagram of adding books to shopping cart by members is as follows:

① Members first interact with the book information interface and click the "buy" button. The book information interface interacts with the shopping cart control class. The book information interface calls the

method addtoCart () of the shopping cart control class to add books to the shopping cart

② The shopping cart control class determines whether the member is logged in. If it is logged in, it interacts with the shopping cart entity class and calls the method loadCart (Member) to load the currently available shopping cart of the member If the returned cart is empty(Cart=null), which means that there is no cart available for members, then create a cart and initialize it. The shopping cart information just created and initialized is saved in the database.

③ The shopping cart control class calls the method loadBook(bookId) of the Book class to load the specified book.

④ The shopping cart control class calls the method loadCartItem(Cart, member) of Cartitem to load the existing purchase records in the shopping cart. If the returned current shopping cart purchase record is empty(CartItem=null), then a new purchase record CartItem is created and initialized. If the purchase records are returned, the number and money of the purchase record CartItem will be appended directly.

⑤ Call the method setMoney() of shopping cart to update shopping amount.

⑥ Call the method updateCart() of shopping cart to update shopping cart information in database.

⑦ Add or update the information of the purchase record CartItem in the database.

⑧ The shopping cart control class is positioned to the shopping cart interface.
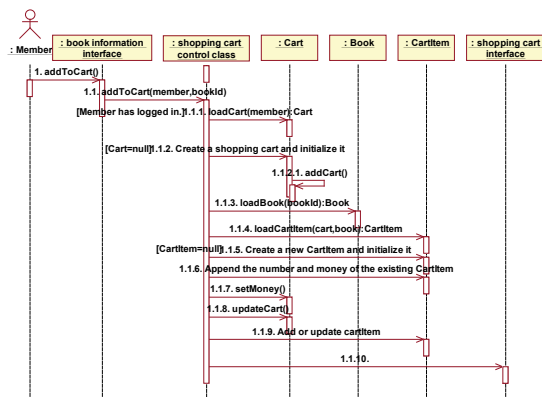
Figure 6 the sequence diagram of adding books to shopping cart by members

3.3 statechart diagram

A statechart diagram is a model that describes the dynamic behavior of an object changing with time from its life cycle. It is composed of two parts: state and transition. States are used to model the state of an object in its life, in which states can satisfy certain conditions, perform certain operations, or wait for certain events. Transitions are associations between states that are used to model the relationships between different states of an entity. When the entity performs a certain action in the first state and enters the next state when a certain event occurs and a certain condition is met [9]. The class with obvious transformation state in the online bookstore is the

order, which has 7 states: confirm the order, wait for payment, wait for acceptance, accepted, delivered, successful transaction and cancel, as shown in figure 7.
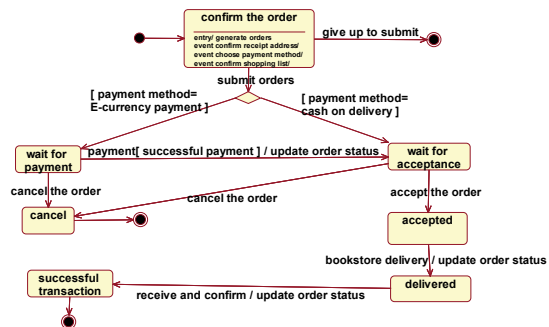
Figure 7 the statechart diagram of order

①After the order is confirmed, the transition to the next status is determined according to the payment method of the order. If payment method is E-currency payment, the order object will enter the status of "wait for payment". If payment method is cash on delivery, the order object will enter the status of "wait for acceptance". After the user pays successfully, the order object can be changed from the status of "wait for payment" to the status of "wait for acceptance".

② When the order object is in the state of "wait for payment" or "wait for acceptance", the user can cancel the transaction, and the order object is transformed into the state of "cancel".

③ The order object is in the "wait for acceptance" status. If the sales administrator of the bookstore accepts the order, the order status will be updated and the order object will be transformed into the state of "accepted".

④ The order object is in the state of "accepted". The administrator of the bookstore delivers the goods, and the sales administrator updates the order object to the state of "delivered".

⑤ After the customer receives the goods, the bookstore administrator or the member confirms the statement, the order object enters the state of "successful transaction".

4. CONCLUSION

UML is a general standard modeling language. It models any system with static structure and dynamic behavior in the way of object-oriented diagrams. It can be used in different stages of system development from requirement description to post test. In the requirement analysis stage, use cases are used to capture user requirements. Use case modeling is used to describe the external roles interested in the system and their functional requirements for system use cases, and UML use case diagram is used to describe them. In the analysis phase, the core concepts in the problem domain, such as classes, objects, abstractions, etc., need to be identified and described by UML class diagrams. In order to implement use cases, classes need to cooperate. UML provides a powerful dynamic modeling mechanism, which is described by interaction diagram and behavior diagram. The UML diagram obtained through analysis and design provides a more detailed specification for the system implementation stage [10,11].

This paper analyzes and designs the online bookstore based on UML. UML can be used as an effective expression in the process of object-oriented programming, thus providing a unified communication means for programmers, greatly improving the development efficiency and success rate of the program. At the same time, the construction of a scientific and effective online bookstore will play a positive role in reducing development costs, improving labor productivity and rationalizing the allocation of resources.

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Local Folk Tourism Product Development Project Teaching and Research

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Abstract: China is a multi-ethnic country, each nation has its own unique customs, when we choose to travel, usually we see in the terms of the tourism: please respect the local customs and habits, in order to avoid unnecessary disputes, visible life and cultural differences between different ethnic groups. This kind of difference as the highlight of tourism products to sell out, can arouse everyone's resonance and curiosity, so as to choose this kind of tourism products. Then how to correctly develop local folk tourism products has become the top priority of tourism.

Key words: Local Folk Custom; Tourism Products; Project-Based Teaching

1. THE BACKGROUND OF PROJECT TEACHING OF LOCAL FOLK TOURISM PRODUCT DEVELOPMENT

Our country has a long history and profound culture, and its unique natural landscape and cultural landscape constitute valuable tourism resources. With the rapid development of modern society and the gradual improvement of living standards, people began to pay attention to enjoy life, and gradually interested in travel and leisure. During the journey, people can not only enjoy the beautiful natural scenery of the motherland, understand the unique folk customs, improve the self-confidence and pride of national culture, but also promote the local government to explore local culture, promote the adjustment of economic structure, and promote the development of local economic and cultural industries.

1.1 Historical background. After a great baptism of culture in China, many folk customs and cultures have been liberated. Folk culture has become the most powerful resource to trace the history and traditional folk culture of China. Therefore, a wave of folk customs has been blowing in China. At the same time, it also brings business opportunities to the tourism industry. Many folk cultures that have disappeared or been gradually forgotten are excavated by people. Combined with the local characteristics, packaged tourism products are also produced.

1.2 Cultural resources. Now it is often said that the national is the world, which is more of a cultural aspect. Each ethnic group has its own local culture, even if it is not recognized by everyone, it will continue to develop in their own nation. Over time, it will be either the growth of the nation or the acceptance of this culture, so this culture will be passed on by everyone.

In fact, folk culture has become a cultural symbol between places. It is typical, which is also the reason why it is selected by tourism products.

1.3 Social needs. The increasing development of economy promotes the national income, in order to make their own life comfortable, most people choose to travel, in order to meet the needs of different people, it is necessary to have different tourism products, through the design of folk tourism products to promote folk culture, and let more people have different life experience. The appearance of local tourism products not only propagandizes their national characteristic culture, but also enables people to learn people's living habits and culture under different cultural backgrounds. In order to achieve this goal, we need to plan the tourism products, so that the products will be recognized by more people.

2. THE LOCAL FOLK TOURISM PRODUCT DEVELOPMENT PROJECT TEACHING TARGET DESIGN AND CONTENT DESIGN

2.1 Nationality. China is a multi-ethnic country, and the folk culture of 56 ethnic groups provides very rich resources for tourism. In the teaching, it is necessary to have a targeted understanding of the life customs, funeral customs, folk customs, etiquette customs, religious customs, and the nature and totem customs of each nation, which are very historic and cultural connotation. The first step for us to study the folk tourism products is to understand the customs of various nationalities. Only by understanding these customs can we increase the experience and knowledge of both the tourism industry and those who like to travel. Therefore, make this a primary teaching task.

2.2 For the teaching content, folk custom is the first point, so the teaching content of this topic is simple but tedious, because different nationalities have different folk customs, even if the same nationality is in different regions, folk customs will be very different. For the development of tourism products, in the teaching task, the most important thing is to let students know about different customs in many places. Only by knowing these, students will not give up one thing and lose the other when designing and developing tourism products. Therefore, more knowledge about the content design is still about the understanding of customs in different places.

3. LOCAL FOLK TOURISM PRODUCT DEVELOPMENT PROJECT TEACHING ISSUES

3.1 Attitude. Most people go out to travel and contact more travel agencies and tour guides, there will be some problems in the process of travel, such as the problem of food and accommodation and compulsory shopping, especially in the last few years when the travel agency did not inform the tourists of this, often is a contradiction. This has to make us think deeply. As a service industry,

no matter in the previous stage of education or in the later stage of social internship, there is no correct ideological education, which makes us worry about the focus of tourism in the future. As a teacher, I just impart the knowledge of tourism, but I still need to strengthen the quality and thought of students. After all, the service industry is above all other industries.

3.2 Limitations. Now many people choose to travel to experience different life, feel the different customs and habits, but as far as we are currently on the market of tourist products, there is a big limitation, when we to a national minority area, we can only "see" through the way of folk custom, but there was no real experience folk custom, it is a big drawback to trip, there are few tourism products are for a minority folk experience, so there is a lot to the development of tourism products in the future, not to folk habits "watch", more is to experience.

3.3 Renewable and non-renewable resources. Even if there's a lot of storage space, everything will disappear or become less, and even a regenerative species in a constantly damaged environment will always affect its rate of regeneration. Of course, there is no exception for tourism. In the previous data, we can clearly draw a conclusion that damages the environment. All our resources are not inexhaustible, and everything will fall apart if it is beyond its power. Once there was a cast in a scenic area, after shooting directly left, the day generated garbage and environmental damage to the tourist area had a great impact. In the first place, we choose to travel in order to achieve physical and mental release, not for these behaviors affect the mood.

4. COUNTERMEASURES FOR THE PROJECT-BASED TEACHING OF LOCAL FOLK TOURISM PRODUCT DEVELOPMENT

4.1 The quality of service is above everything else. The prerequisite for doing everything is to see whether a person's attitude is correct, especially tourism, which is itself a service industry, people pay more attention to service when they choose tourism products. Take the guide for example, the guide is the core figure in the whole process of tourism. No matter when tourists accept different customs or take care of their daily life, the identity of the guide is particularly prominent. He is no longer just playing with tourists, but more importantly, caring for them. A timely reminder and a gentle attitude will make tourists feel particularly relaxed when they visit. Therefore, for the service industry, service attitude is the most important. About it in the design of local folk tourism product development project itself is service to students, teachers should have a sense of service, at the same time this kind of service into the subconscious of the student, to ponder over a problem from the perspective of tourists and tourism product design, only in this way to the tourism product is the public wants.

4.2 Make full use of folk custom resources. Many provinces with different ethnic minorities have different living habits and different ethnic customs, which is a very large resource for the development of the tourism industry. The tourism products currently on the market have only developed a small part of the tourism resources, and there are still many unexplored and potential tourism resources. The advantage of its first expression in the geographic distribution, yunnan minorities live is relatively concentrated, but look from the bedding face are distributed in the whole province, over a long period of time between each national breeding process, communicate with each other, influence each other, thus creating a new national customs, each big nation for some major sometimes together to celebrate the festival. Secondly, there are many festivals. The festivals of ethnic minorities in Yunnan have strong participation and leisure, which is the best opportunity for tourists from other places to understand the customs of ethnic minorities. They can not only "watch" but also participate in them, so as to truly understand the folk customs.

4.3 Strengthen the management of scenic spots. Caused the scenic spot of dirty, disorder and poor tourists is a part of the reason, the bigger part of the reason is that management is not strong enough, so to solve this situation, carry on the reasonable planning, management will speed up the complete supporting facilities to meet the tourism scenic spot of product development and resource use again and again itself is an unusually rich tourism resources of folk customs in yunnan region, not because a few small cracks in yunnan tourism product as a whole.

In order to adapt to the boom of the tourism development in the future, we not only for tourism resources integration of talent resources integration, to develop the folk customs tourism products more professional talents, especially the folk culture and product development of talent, through the mutual penetration of culture, we can travel products and foreign tourism product competition with each other. In the design of tourism products, the characteristics of folk customs should be highlighted and local folk customs should be experienced through a variety of channels. Only in this way can the local folk customs be truly explored to develop tourism products, and the advantages of folk tourism products can be more highlighted.

5.CONCLUSION

The development of tourism products for local folk customs pays more attention to the respect for folk customs. Only on the premise of respect can all tourism resources be developed in an orderly way.World in the development, the development of China also followed, further efforts for the development of folk tourism resources of local, is our country's tourism industry in the world tourism industry competitive advantage, only the reasonable development, our country's local folk tourist products will hit a new record, local folk custom in China will be more people recognized and respected.

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Comparative Analysis of Five English Versions of Guan Ju from Appraisal Perspective

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Abstract: Systemic-functional linguistics argue that an ideal translation should achieve equivalence of all the three modes of meaning which operate simultaneously in the original text—the textual, the ideational and the interpersonal. The Appraisal theory is a new lexical-grammar framework which developed from the model of interpersonal meaning, concerning about attitudes negotiated in the text and providing an efficient tool for the analysis of interpersonal meaning. As a part of interpersonal meaning, how the evaluative meaning is transferred from the source text into the target text is an important factor that cannot be ignored in the process of translation, which, therefore, is also a parameter for assessment of the quality of translation. Starting from the appraisal meaning, this paper focuses on discussing respectively how the attitude system, the engagement system, and the graduation system shed light on the translation practice of Guan Ju.
Keywords: Comparative Analysis; Five English Versions; Appraisal Perspective

1.INTRODUCTION

A good translation should achieve the equivalence at three metafunctions of ideational, interpersonal and textual (Hu, 1989). House (1997, p.37) maintains that the evaluation of the quality of translated text should only see whether the ideational and interpersonal meaning achieve the equivalence. So how the evaluative meaning is transferred from the source text into the target text is also a parameter for assessment of the quality of translation.

Appraisal itself is regionalized as three interacting domains---Attitude, Engagement, and Graduation. Attitude system also includes the affect system (feeling and emotion), judgement system (personal and judgments of admiration or criticism and moral judgements of praise or condemnation) and appreciation system (attitudes about things, be it specific such as books, movie or the quality of life) (Martin&White, 2008, p.35). Graduation system expresses the degrees of attitude, and the engagement system expresses the source of the attitude and introduces the voices of the text.

In the following part, the paper will make a comparative analysis of the realization of the appraisal meaning in the five English versions by taking Guan Ju as a case. Guan Ju is a love poem and tells a story that a young man falls in love with a fair maiden who is taking the water plants by the waterside. Taking the two water birds as the metaphor for the sign of their love, the poem expresses the young man's eagerly wanting the lady to be his lover, then wife. The whole poem is completely out of the young man's imagination, nevertheless, still full of vivid and passionate feelings (Chen&Du, 2008).

The five English versions are respectively by Xu Yuanchong (2009); Wang Rongpei and Ren Xiuhua (1995); Yang Hsien-yi and Gladys Yang (2001); James Legge (1960); Arthur Waley (1960). For the convenience of expression, the translators of the five English versions will be abbreviated as Xu; Wang & Ren; Yang & Gladys Yang; Legge; Waley. And the original text and the five English versions will not be presented in the body of the thesis.

The realization of appraisal meaning is divided into four categories (Zhang, 2005, p.128): a. the original author have the same evaluation standard with the translator; b. the original author have different evaluation standard with the translator; c. the translator adds some appraisal meaning which not included in the original; d. the translator cuts some appraisal meaning which involved in the source text. For the convenience of the analysis of quantity, this thesis will make the following four levels for evaluating the appraisal realization of the target text from the appraisal perspective: a. equivalent ($\sqrt{}$) ---the same evaluation between the original and the target text; b. over (+) ---the evaluation of the target text is higher than the original; c. under (−) ---the evaluation of the target text is lower than the original; d. nil (0) ---the translator does not translate the appraisal meaning of the original in the target text.

2. COMPARATIVE ANALYSIS OF ATTITUDE RESOURCES IN FIVE ENGLISH VERSIONS OF GUAN JU

In the framework of appraisal system, the attitude sub-system itself is divided into three aspects: affect, judgement, and appreciation. In Guan Ju, the definition of "yao tiao" in Chinese can be divided into two lexemes "yao" and "tiao"; the lady who has the moral beauty is described as "yao", while who has the facial and physical beauty is called as "tiao". "yao" refers to the judgement of character and behavior, so it belongs to the judgement system. "tiao" is the resource for construing the value of things, the natural phenomena, so it belongs to the appreciation system. "shu nv" refers to the lady who has the kind-hearted quality, so it is in the system of judgement. "jun zi" is a term of Confucianism, referring to an ideal man whose character embodies the virtue of benevolence and whose acts concord with rites and righteousness (Wei,1995). "jun zi" is the general term for the noble man (Chen&Du, 2008, p. 67). According to Zhu Dong-run, "qin se"(plucked instrument) and "zhong gu"(bell and drum) are the musical instruments used by noble class, but not popular among the common folks(as cited in Chen&Du, 2008, p.66). As noted above, here, the

writer of this thesis thinks that the understanding of "jun zi" regarded as a term for those noblemen who have the righteousness and good virtues would be more proper. "gentleman" also connects closely to ethics, so it belongs to the judgement system. "cen ci" describes the composition of natural phenomena of the water plants, regular or not regular, so it belongs to the appreciation system. "you" and "yue" in "you zhi" and "yue zhi" are the verbs for making a process of affect: To treat a person friendly, or to make somebody happy, which all concern about the feelings of people. So they belong to the affect

system. "hao qiu", for "hao" here means "would like to" or "love", so it connects with a kind of emotional feeling which belongs to affect system. "si fu" means miss, so it belongs to affect.

For the convenience of comparison, the following table will clearly display the construction of affect, appreciation, and judgement resources in the five different English target texts. And an assessing result will be made in the below table according to the evaluation standard as we have mentioned earlier.

Table 1 Realization of attitude resources of Guan Ju

Attitude system	Original	Xu	Wang & Ren	Legge	Yang & Gladys Yang	Waley
Appreciation	tiao	fair, slender √	pretty √	young −	0	noble −
	cen ci	here and there √	0	here long there short √	short and long √	in patches −
Affect	you	0	pursues √	friendly welcome √	wed +	hearten √
	yue	delight −	entertain −	show delight −	marry √	gladden −
	si fu	yearning √	yearn √	thought √	thinks of √	grieved +
Judgement	yao	good √	0	virtuous √	graceful √	lovely √
	shu	fair √	0	modest, retiring √	gentle √	shy √
	jun zi	good young man −	lad −	prince −	gentleman √	lord −

Just as noted earlier, appreciation is concerned with the value of things, including natural phenomena and semiosis. "tiao" tells about the physical beauty and belongs to the sub-system of appreciation. Xu uses the tow English words "fair" and "slender" to express the original meaning; "slender" is always used to express the graceful way of human body. So Xu's version is just equivalent with the original. Wang and Ren, use "pretty" to describe the beauty of a person. Although it reproduces the appraisal meaning of "tiao", to some degree, it is less vivid than Xu's "slender". Legge only chooses "young" to realize the original meaning. It is obvious that "young" only expresses one aspect of beauty, and so it is not enough to describe the beauty of the young lady who is not only young but also has the attractive physical figure. Waley chooses "noble" in the target text, which completely does not have the meaning of "tiao". Both Legge and Waley cut some appraisal meaning in the construction of appraisal resources in the target text. So their versions are taken as at under level. Yang & Gladys Yang do not construct any lexical word in translation; the appraisal meaning is cut off, and so their version belongs to category of nil.

For "cen ci", Xu, Legge, and Yang & Gladys Yang keep equivalence of appraisal meaning in the process of translation. Wang & Ren just ignore the meaning of this word and do not recognize it in the text. Maybe Wang & Ren have a free translation, but according to the theoretical framework taken by this thesis, their translation fails in constructing the equivalence of appraisal meaning. Waley uses "in patches" which means in regular ways and always arranged by human, but the water plant is wildly grown in the open field, so it is not

likely to be always in patches. From this point, Waley's version is lower than the author's real appraisal meaning. Affect is the expression of human's emotion and feelings. The verse of "qin se you zhi" means to play the music for a friendly welcome of the beautiful lady. Wang & Ren and Legge have a similar expression in the target text and more or less get the equivalence. Waley's "hearten" means to make someone cheer up which can be seen as a way of welcoming, so it is also equivalent in translation. Xu ignores "you" and does not construct the appraisal meaning. Yang & Gladys Yang use "wed". As we know that, for love, it needs a process to develop; according to many scholars, the verse of "qin se you zhi" indicates that their love still has one more step to be married, and so now it is only at the stage of courting. So "wed" seems not proper here. Yang & Gladys Yang make the over-representation in translation.

In "zhong gu yue zhi", the "yue" literally means "to make someone happy". According to Chen & Du (2008, p.67), beating the drums and playing the music are for wedding ceremony. So its implied original meaning is "getting married" or "wed". Only Yang & Gladys Yang make the equivalence of this appraisal meaning. The evaluation of "delight", "to show delight", "entertain" and "gladden" used by the other four translators are a little bit lower than the poem's original meaning.

"si fu" means "miss somebody", both the English words "yearn" and "think" have the meaning of missing and wanting to get close to someone, "yearn" has stronger feeling than "think". According to Chen&Du (2008, p.26), although this poem is out of the imagination of the young man, the whole tone of it is cheerful and enthusiastic. So from this point we can see that although the young man

has not possessed the lady's heart, he is still full of hope, confidence and passion. So he would not grieve for the temporary departing situation. So Waley's "grieved" is a little higher than the original evaluation.

Judgement is concerned about the evaluation of people's character and behavior, in other words, the evaluation of ethics. "yao" means the beautiful soul of a person. Xu's "good", Legge's "virtuous", and Yang & Gladys Yang's "graceful", Waley's "lovely" all describe the good character of the young lady. The four versions are equivalent in transferring the appraisal meaning. Wang & Ren fail in reproducing the original appraisal meaning of "yao". The chinese "shu" is always used to describe the girl's shyness, quietness and demure character. Only Wang & Ren do not construct the appraisal meaning in the target text, the other four translators all reproduce the proper lexical word.

"jun zi", from the analysis just mentioned above, is a Chinese term for the noble man who has the righteousness and good virtues. Xu's "good young men" only mentions the good character, but does not point out the noble class of the man, so the appraisal meaning is lower than original. Wang & Ren's "lad" neither refers to the moral aspect nor the noble identity, so also fails in expressing the real attitude of the original. "Prince" by Legge limits the young man's identity into the son of Emperor, so it is also deficient in expressing the proper attitude meaning of the source text. Yang & Gladys Yang's "gentleman", which comes from the west more referring to a man who is polite and well educated, who has excellent manners and always behaves well. From this point, Yang & Gladys Yang makes the nearest

equivalence in the word of "jun zi". Waley's "lord" only points out the noble class, however, not all lord can behave well. So "lord" cannot absolutely take place of "jun zi".

3.COMPARATIVE ANALYSIS OF ENGAGEMENT RESOURCES IN FIVE ENGLISH VERSIONS OF GUAN JU

Denial is a resource for expressing the interpersonal meaning. In other words, denial is a means for the writer/speaker to characterize the interpersonal style which refers to the play of the voices involved in the text and the ways in which they engage with.

From the dialogistic perspective, negation is a resource for introducing the alternative positive position into the dialogue, and hence acknowledging it, so as to reject it. Thus in these dialogistic terms, the negative is not the simple logical opposite of the positive, since the negative necessarily carries with it the positive, while the positive does not reciprocally carry the negative, or at least not typically (Martin&White, 2008, p.118).

In Guan Ju, the deny resources is the verse of "qiu zhi bu de"(means the negation of obtaining or having something). Here the denial, "qiu zhi bu de", in dialogic point of view it presents itself as responding to the beliefs that "de zhi"(to have). The author of the poem use the negative term of "bu de" to express the positive idea that the young man really want it(de zhi). In engagement, according to Martin&White (2008), this denial contracts the dialogic space and by which the attitude is negotiated in the text. The following table will present the realization of engagement resource in the target source.

Table 2 Realization of engagement resources of Guan Ju

Engagement resource	Xu	Wang & Ren	Legge	Yang & Gladys Yang	Waley
bu de	0	ignored √	not √	failed √	could not √

For the translation of "bu de", Legge and Waley use the explicit negation: not and could not; Wang & Ren and Yang & Gladys Yang use the implicit negation: ignored and failed (the past participated form). Whether the implicit or explicit negation, they all refers to the denial. The above four translator make a proper construction in the English versions. Xu does not mention "qiu zhi bu de" in his translation, he just use the negation: can not fall asleep to refers to the verse of "wu mei si fu", the realization of "bu de" in the target text is nil.

4.COMPARATIVE ANALYSIS OF GRADUATION RESOURCES IN FIVE ENGLISH VERSIONS OF GUAN JU

One of the stylistic features of Shih Ching is the use of Bi and Xing. Bi refers to metaphor, a generally-used figurative way to express the concrete things or people, by which it always gives the reader a vivid image or easy-understood impression and leads to rich imaginations. Xing, first speaking of other things before presenting the real feelings or the things really wanted to show. Starting Xing is used as a kind of artistic way to evoke the reader's association.

In Guan Ju, the two water birds in the first stanza are used as Xing a symbol for the love of young. Then the growing

process of the water plants is used as Xing to express the whole process chasing, falling in love, engagement and wedding.

The second stanza "cen ci xing cai,zuo you liu zhi" says that at the beginning of summer day, the water plants are just growing long enough to float on the water surface right and left, which indicates that the romantic just begins, and confirms with the verse of "wu mei qiu zhi"(chasing her in dream), sort of "like" and not yet in the mature "love" stage.

The fourth stanza "cen ci xing cai,zuo you cai zhi" says that between the end summer and the beginning of autumn, the water plants have grown to be picked up which indicates that they really fall in "love" with each other. The verse "qin se you zhi " refers to their engagement party which proves the fact of their love affairs.

The last stanza "cen ce xing cai,zuo you mao zhi" means that in winter, the slack season for farmers, the water plants are trimmed and cooked for the wedding feast, which indicates they got married(Q.Z.Wang, 1986, pp.161-162). And "mao zhi" responds to the verse of "zhong gu yue zhi".

So the verse of "cen ci xing cai,zuo you liu zhi", "cen ci

xing cai,zuo you cai zhi"and "cen ci xing cai,zuo you mao zhi" are not the simple repetition, instead sort of the rising scale involved. "liu zhi", "cai zhi","mao zhi" represents "like", "love" and "more affections than love". In appraisal theory, "the assembling of lists of terms which are closely related semantically, such as like, love, adores" belong to the graduation sub-system (Martin&White, 2008, p.144). The three graduation resources construct the three different grading meaning in the original, so it

is true for the target text.

"you zhai" means "missing someone very much" and more focuses on the degree of the feelings, so it belongs to the intensified word in graduation system. The double "you zhai" more intensify the color of the missing.

From the above analysis, let's identify the graduation meanings in the five English versions. See the following table:

Table 3 Realization of graduation resources of Guan Ju

Graduation resource	Xu	Wang & Ren	Legge	Yang & Gladys Yang	Waley
liu zhi	water flows √	pick –	borne about by the current √	pluck –	seek –
cai zhi	gather √	choose √	gather √	gather √	gather √
mao zhi	cooked √	gain –	cook √	collect –	choose –
you zhai	so deep, so deep √	truly, hard –	long and anxiously √	sorrowful thoughts +	long thoughts and long unhappy thoughts √

From the Table 3, for the three process of "liu zhi", "cai zhi","mao zhi", Xu's version is: "water flows left and right; gather left and right; on cresses cooked till tender". According to the above analysis, Xu masters the real graduation meaning of the original text, and constructs the proper realization in the target text. Legge's version is: "borne about by the current; we gather it; and we cook and present it". Legge also has a right understanding of the original and makes right interpretation in his translation. Wang & Ren's version is "pick; choose; gain".

As just we have mentioned, at the beginning of summer day, the water plants just float out the river by the water running left and right and cannot be picked up. So Wang & Ren misunderstand the process and make no different scales in the three processes. From this point, Wang & Ren fail in constructing the right appraisal meaning. Yang & Gladys Yang and Waley also make the same mistakes as Wang & Ren, and makes no distinction of the rising stage of like, love, and marriage by presenting the Xing of water plants.

Table4 Percentage statistic on appraisal analysis of Guan Ju

Appraisal system		Original	Xu	Wang & Ren	Legge	Yang & Gladys Yang	Waley
Attitude	Appreciation	tiao	1	1	0.5	0	0.5
		cen ci	1	0	1	1	0.5
	Affect	you	0	1	1	0.5	1
		yue	0.5	0.5	0.5	1	0.5
		si fu	1	1	1	1	0.5
	Judgement	yao	1	0	1	1	1
		shu	1	0	1	1	1
		jun zi	0.5	0.5	0.5	0.5	0.5
Engagement		bu de	0	1	1	1	1
Graduation		liu zhi	1	0.5	1	0.5	0.5
		cai zhi	1	1	1	1	1
		mao zhi	1	0.5	1	0.5	0.5
		you zhai	1	0.5	1	0.5	1
Score		Total:13	10	7.5	11.5	9.5	9.5
%		100%	77%	58%	88%	73%	73%

For the double "you zhai", Xu and Waley also use a repetition to strengthen the degree of feeling; their versions are not only equivalent in the form but also the meaning. Legge uses the two words of having similar meaning to intensify the affect and so he makes a good transfer in target text. Wang & Ren use "truly yean" and "hard to pass" which also express the graduation meaning, but not form a repetition result; so it is a little lower than the original. The gentleman misses the lady very much but not losing hope at all, so he could not be sad. So Yang & Gladys Yang's "sorrowful thoughts" seems a little higher than the real feeling.

According to the above analysis, the thesis will make a statistic table about the three aspects of attitude resources. The equivalent scores 1, over scores 0.5, under scores 0.5,

and nil scores 0.

Table 4 shows that the five English versions differ in the realization of appraisal meaning. The writer of the thesis thinks that these differences mainly originate from the different understanding of the appraisal resources. From the equivalence of appraisal resources in Table4, Legge's version is the best in transferring the appraisal meaning, so be in interpersonal meaning; and the next is Xu, Yang & Gladys Yang, Waley, Wang & Ren.

5.CONCLUSION

As the important representation parameter in the meaning potential of language, the appraisal meaning is also an absolutely necessary part of language meaning. Therefore, in the process of translating, the translators' main task is to realize the equivalent transform of the appraisal

meaning. Based on the above analysis, the significance of the paper lies in the following three aspects: The first one, the thesis proves that the appraisal theory can be applied into the translation study. And the second one is on taking the appraisal theory as a linguistic tool, the translator can have a better understanding of the original text by focusing on the appraisal resources, and realizes the better equivalence of interpersonal meaning in target text. The last one, with the appraisal theory, translation criticism could get rid of the impressive and random comments. And the appraisal model itself makes a good foundation for the formation of systemic theory of translation.

It is necessary to point that the appraisal resources including attitude, engagement and graduation generally present simultaneously in one discourse, interworking together to transmit the evaluating meaning of the discourse.

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Study on The Model of Physical Health Promotion for Pregnant Women in The Post-Epidemic Era

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Abstract: Using the methods of literature review, expert interview and case tracking, based on the Pender health promotion model, this paper puts forward the "six in one" health promotion model for pregnant women in the post epidemic era, providing help for the physical exercise of pregnant women in the era of "uncertainty".
Keywords: Pender health promotion model; pregnant women in post epidemic era; sports health promotion.

1.INTRODUCTION

One of the hottest topics in the post epidemic era is "uncertainty". Uncertainty is uncertainty the risk of the novel coronavirus outbreak in 2019 swept the globe, changing the normal life in the outside world and education. Based on the Pender health promotion model, this paper puts forward a "six in one" health promotion model for pregnant women in the post epidemic era by using the methods of literature review, expert level interview and case tracking, which can provide help for the physical exercise of pregnant women in the era of "uncertainty". We will take the Internet plus body medicine fusion as a breakthrough point to study the promotion mode of sports health for pregnant women. The post epidemic era has stimulated the potential of the supply side reform of the "Internet plus body medicine integration" industry. It can solve the contradiction between the supply side and the demand side, promote the diversification and precision of fitness supply side service development, and promote the integrated development of sports industry. The development of the new format of "sports medicine integration" is an important means to realize the "healthy Chinese dream". It takes "treating disease with disease" and "preventing disease without disease" as the ultimate health goal. It needs to rely on the big data platform of "mobile medical" and "smart fitness", make use of the online payment mode of fitness consumption, stimulate new supply with the help of "mass entrepreneurship and innovation", and combine with the demand side of sports service Market orientation, contact sports health care, sports health care and other related industries, horizontal and vertical depth development, to achieve the supply side sports health promotion diversification and precision supply.In June 2019, the State Council issued the "opinions on the implementation of the healthy China action", which defined the specific objectives and tasks of the "healthy China action (2019-2030)", aiming to maintain the health of the whole life cycle, and also made clear the important role of sports in health promotion. As a means of health promotion, physical exercise can effectively improve the health level of mothers and infants. The historical development of pregnancy sports activities at home and abroad has experienced the development process of being restricted, recognized and strongly recommended. Experts at home and abroad put forward that scientific, reasonable and moderate physical activity can reduce the excessive weight gain during pregnancy and the risk of gestational diabetes mellitus, gestational hypertension and preeclampsia, reduce the risk of cesarean section and increase the possibility of natural childbirth, which has good benefits for the physical and mental health of pregnant women and postpartum recovery. The whole process of pregnancy is about 38 weeks on average, which is a very complex and extremely coordinated physiological process. Due to the needs of embryo and fetal growth and development, a series of adaptive anatomical and physiological changes have taken place in various systems of pregnant women with the participation of hormones produced by placenta and under the influence of neuroendocrine. The changes involved in reproductive, circulatory, urinary, respiratory, digestive, endocrine systems, skin, bone marrow and joint changes. Pregnancy and childbirth are the most important part of life path or family development for every woman and family. Pregnant women are subject to multiple pressure constraints of childbirth, family, society and work units, especially older "second child" mothers. It is of great and far-reaching practical significance to pay attention to the physical and mental health of pregnant women to improve the national quality and national development and progress.

Based on the demand of modern female science health breeding, combined with the combination of Internet technology and sports industry, which is the representative of the most popular cloud computing, big data and virtual simulation, this paper studies the reconstruction of the sports health promotion model of pregnant women in the context of the Internet plus medical integration and the health of pregnant women in the context of the structural reform of supply side. The challenges and strategies to promote development are of great theoretical guidance value to the development of the Internet plus sports industry. It can avoid some common pregnancy discomfort, such as low back pain, urinary incontinence and so on. At the same time, it can enhance physical strength and endurance for delivery, so as to meet the needs of modern mothers. This study will mainly discuss the scientific health training from the perspective

of Internet plus sports fusion in the post epidemic era, in order to promote health. The effective construction of post occupational epidemics is the physical health promotion mode of female students during pregnancy, and explore and expand the promotion ways of female health, so as to provide decision-making and ideas for government departments.

2.RESEARCH STATUS AND DEVELOPMENT TRENDS AT HOME AND ABROAD

2.1 FOREIGN RESEARCH STATUS

Health promotion was first put forward at the first International Conference on health promotion held by the World Health Organization in Ottawa, Canada on November 21, 1986. It refers to a kind of social behavior and society that uses administrative or organizational means to coordinate all relevant social departments, communities, families and individuals to fulfill their respective health responsibilities and jointly maintain and promote health Strategy. The changes of health promotion models in foreign countries have experienced four stages: medical treatment mode (before 1970s) → behavioral intervention model (1970s) → ecological model (1980s) → exercise intervention model (since 1990s). At the 62nd annual meeting of the American Association of sports medicine held in 2015, the research on health promotion model has become a highlight and hot spot, especially for specific population.

Internationally, the earliest mode of health promotion during pregnancy mainly focused on medicine and psychology, but less on Sports during pregnancy. The first recommendation on physical activity during pregnancy was "walking is the best exercise for pregnant women" published by Connolly CP in 1912. In 1949, the U.S. Department of children issued recommendations for prenatal physical activity. In 1985, the American College of Obstetricians and Gynaecologists (ACOG) published the first guideline on prenatal physical activity, which emphasized the safety of most aerobic exercises. However, high-intensity physical activities, such as running, were not recommended. In 2002, ACOG updated the guidelines, emphasizing that for pregnant women without pregnancy complications, 30 minutes of moderate intensity physical activity is recommended for most days of the week, and a large amount of leisure physical activity is recommended to be safe. The international guidelines for physical activity during pregnancy in the Netherlands, the United Kingdom, Canada and Australia are mostly consistent with those in the United States.

At present, there are more and more studies on the relationship between physical activity during pregnancy and pregnancy outcome in the world; there are few studies on the relationship between physical activity during pregnancy and long-term health of offspring, which is not enough to infer that physical activity during pregnancy has a long-term impact on the physical and mental health of offspring; studies on physical activity during pregnancy and maternal health have confirmed that good exercise habits can significantly reduce early pregnancy and pregnancy In the middle stage, anxiety and specific stress can improve self-efficacy, improve body and mind, and help sleep. Maternity fitness has been more common in foreign countries, but it is still relatively new in China. On the one hand, because of the high price of pregnancy fitness, the whole pregnancy package price as high as tens of thousands of yuan, on the other hand, due to the lack of excellent professional practitioners, it is difficult to realize chain operation of maternity fitness.

2.2 DOMESTIC RESEARCH STATUS

At present, the existing health promotion models in China mainly include: doctor patient one-to-one service mode; doctor family team service mode; expert resident popular science education mode; patient patient self-management mode. The mode of health promotion for pregnant women is similar to that of early foreign countries. It is mainly based on medicine, and is more common in the form of health education and health guidance lectures. For example, Kong Minli et al. (2010) took 1500 pregnant women in each group as the experimental group and the control group. The experimental group received standardized pregnancy health education. The results showed that there were significant differences in cesarean section rate, pregnancy complications and low birth weight infants between the experimental group and the control group. Therefore, it is believed that the standardized health education can help pregnant and lying in women fully grasp the knowledge of perinatal health care, improve their compliance behavior and Self health care ability, promote natural childbirth, reduce the incidence of maternal and infant complications. Wang Chen et al. (2016) used on-the-spot teaching method to intervene women of childbearing age on health care knowledge during pregnancy, which showed that the effect of this intervention method was obvious, and the awareness rate of women of childbearing age was significantly improved after teaching, and the effect was satisfactory. Liu Minghui et al. (2014) applied the "knowledge, attitude and practice" health education mode to manage the body weight of pregnant women during pregnancy. The results showed that this mode was more conducive to achieve scientific management of pregnancy body quality and reduce maternal and infant complications than the traditional mode of health education during pregnancy, which was worthy of clinical application.

Pregnant women as a special group in the "2019 ncov" epidemic crisis, pregnant women bear double pressure. The closed environment and tense epidemic atmosphere increase the risk of pregnancy for women in this special period. The virtual simulation system of pregnant women's sports health promotion developed by the instructor's research group helps Internet plus sports + education help pregnant women grasp the plan of sports health promotion in different pregnancy periods and the psychological benefits of exercise in the short term. The novel coronavirus mainly attacks lungs the new supersedes the old. The lungs and blood gas can continuously keep flowing and flowing through breathing and breathing. This is the best metabolism. Pregnant women can increase the resistance of the lungs through

exercise and effectively alleviate the risk of falling down in the home. Pregnant women's sports health promotion mode is to explore the scientific and reasonable way of exercise to combat the "uncertainty" risk during pregnancy and postpartum. With the help of the Internet plus sports fusion, women's sports health promotion mode can be optimized and upgraded from the perspectives of thinking mode reconstruction, business mode reconstruction and technology mode reconstruction. Generally speaking, the health promotion model of pregnant women in China is relatively single, especially the important role of sports activities is less studied, and there is also a lack of operational specific sports mode, exercise intensity and other data.

3. RESULTS AND ANALYSIS

3.1 CONSTRUCT "SIX IN ONE" HEALTH PROMOTION MODE OF PREGNANCY HEALTH SPORTS

With the improvement of national health awareness, the healthy bodybuilding of pregnant women has become a new fashion hot spot. The purpose of fitness is not only to pursue physical and mental health, but also to become a symbol of identity and class. Pregnant women's sports health promotion service is generally a project with high income of fitness clubs. Almost every fitness club has set up services around women's fitness during pregnancy, while there are few service places for women's fitness during pregnancy.

A large number of studies have confirmed that sports has an important positive significance for health promotion, but there are few literatures on the health promotion of pregnant women. In China, this field is still in its infancy, and there are few data reports at the national level. At this stage, the researchers in this field mainly focus on the subjects of perinatal medicine and public health, and the research on physical activity during pregnancy is less and specific The research on physiological and biochemical mechanism of pregnant women is seriously lacking, and the research field of physical activity during pregnancy is relatively narrow. Generally speaking, the health promotion model of pregnant women in China is relatively single, and the research on the important role of sports activities is less. Based on the previous research, combined with the current situation in the post epidemic era, this project first puts forward the mode of promoting women's sports health during pregnancy, as shown in Figure 1.
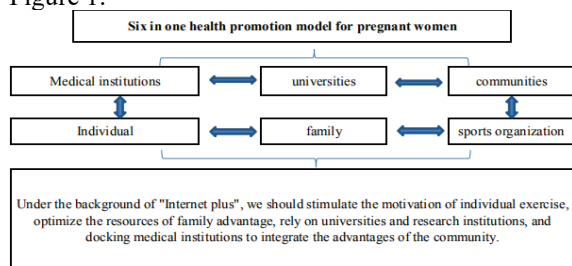
Figure 1 health promotion model of pregnant women in post epidemic Era

Sports play an increasingly important role in improving people's psychological balance, social adaptability, resisting the invasion of various common chronic diseases and improving the quality of life. However, to give full play to its good health promotion function is not a single sports department can solve the problem, we must rely on the close cooperation between health, education and health related departments, and use comprehensive promotion methods. The "six in one" health promotion intervention model effectively integrates the high-quality resources of communities, universities, medical institutions, sports institutions, families and individuals, so as to meet the physical and mental health needs of pregnant women to the greatest extent.

3.2 PROMOTION AND APPLICATION OF INTELLIGENT + PREGNANT WOMEN'S SPORTS HEALTH PROMOTION MODE

The progress of science and technology is also boosting the development of fitness industry, "people + intelligent equipment" has become the most common fitness scene. From the entry-level smart bracelet, Bluetooth headset, professional running shoes to intelligent sports equipment, the whole fitness industry is experiencing an intelligent transformation. The traditional static fitness club has been unable to meet the consumer's experience pursuit. In the 2018 Fibo At the global exhibition, the emergence of various high-tech products indicates the new trend of the future fitness industry: Internet of things technology enables fitness club members to record all the activities in the fitness club or outdoor through a wristband ID, calculate all the exercise data such as running mileage and burning karuli, and can compare with friends to meet social needs; traditional Treadmills and bicycles also add VR technology and game functions, and even add cameras and microphones to bicycle equipment, which can communicate with friends or play virtual games while exercising, which greatly improves the fun of sports. After adding technology elements to traditional fitness equipment, the sports club's turf efficiency is greatly improved, and the low-cost operation of the club and the sharing of fitness cabin are also provided It is possible to continue to develop. In a word, the development of intelligence upgrades the service of traditional fitness club, and will provide consumers with better consumption experience. In the post epidemic era, the structure of the solution to the health promotion model for pregnant women is as follows:
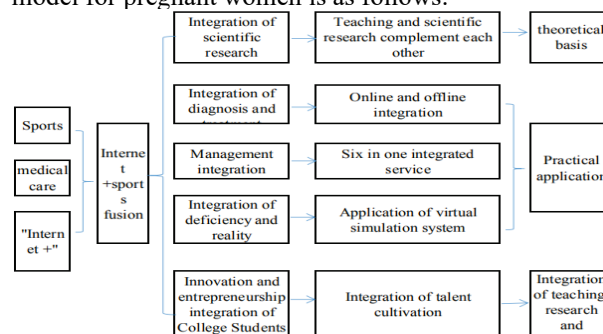
Figure 2 structure chart of solution for health promotion mode of pregnant women in post epidemic Era

4.SUMMARY

In this study, through the discussion and investigation of well-known medical, sports human science, psychology,

demography, sociology and other experts and scholars to understand the relevant policy, social impact, health impact and other issues. Based on the research of Pender health promotion model, according to the current environmental status, this paper puts forward a new mode of health promotion for pregnant women in post epidemic era, including health protection behavior and health promotion behavior. Health promotion mainly promotes people to follow a healthy life by strengthening individual's perception of the benefits of adopting health behavior and improving social, environmental and economic conditions Life style. Sports is a means of health promotion, scientific and reasonable sports is also a healthy lifestyle. How to effectively use sports means to carry out sports health intervention on pregnant women in the post epidemic era is the core goal of this study. In order to effectively protect pregnant women's health, pregnant health, reproductive health, mental health escort. And guide pregnant women to understand health, pay attention to health, promote health, can effectively promote the health level of pregnant women, and help to save social medical costs, conducive to the long-term stability of the family and society, and benefit the country and the people.

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Effective Methods to Improve the Level of NC Machining Technology

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Abstract: With the rapid development of science and technology, the level of mechanical processing technology is also constantly improving. The application of CNC machining technology can effectively improve the accuracy and efficiency of machining size, and better meet the requirements of customers for product quality. However, in the current application of CNC machining technology, there are still a series of problems, which have a certain impact on the processing quality. Only by properly solving these problems can we effectively improve the level of mechanical NC machining technology. This paper will analyze the problems existing in the application of CNC machining technology, and explore the effective methods to improve the level of CNC machining technology.

keyword: CNC Machining; Technical Level; Processing Efficiency

1. INTRODUCTION

In the development process of China's socialist market economy, the mechanical processing industry has ushered in a good development opportunity, more advanced technology has been applied to the mechanical processing process, among which the CNC machining technology is one of the most representative processing technologies. However, due to the late development of China' s CNC machining technology, there are still some problems in the application process of related technologies, leading to the relatively backward level of mechanical CNC machining technology. In order to effectively change this phenomenon, we need to formulate targeted measures to properly solve the problems existing in mechanical NC machining, and effectively improve the level of mechanical NC machining technology.

2. OVERVIEW OF NC MACHINING TECHNOLOGY

CNC machining technology was first applied to the processing of various aircraft parts, which is due to its high processing efficiency and precision, which is conducive to improve the machining quality of mechanical parts.In the process of mechanical processing, CNC processing technology plays a very important role, can effectively reduce the workload of processing personnel, not only can improve the quality of machining, but also can effectively control the processing cost.Through the application of mechanical numerical control processing technology, most of the processing operations are completed by CNC machine tools. The staff only need to program the CNC machine tool before processing, and control the operation content and steps of mechanical processing through the specified program.

After receiving the program, the CNC machine tool will automatically complete the processing operation according to the data obtained from the program.For the mechanical parts with high machining accuracy and complex shape, the application of CNC machining technology can obtain better processing effect.At the same time, the application of CNC machining technology can realize the comprehensive upgrading of traditional machinery manufacturing industry, and effectively improve the working efficiency of machine tools.With the continuous improvement of mechanical NC machining technology, the development mode of mechanical manufacturing industry is also changing. Through the close combination with CNC processing technology, the highly automatic processing operation can be completed, which can not only reduce the labor intensity of the staff, save the labor cost, but also greatly improve the production efficiency and product quality. However, at present, there are still a series of problems in the application of CNC machining technology in China. Only by properly solving these problems can we promote the improvement of NC machining technology.

3. PROBLEMS IN IMPROVING THE APPLICATION OF NC MACHINING TECHNOLOGY

At present, the existing problems in improving the application of CNC machining technology mainly include the following aspects:

3.1 INSUFFICIENT EMPHASIS ON TALENTS

In the current machinery manufacturing industry, the application of CNC machining technology is of great significance, and has been widely recognized in the industry. For most of the mechanical manufacturing enterprises, the production efficiency and product cost have always been the key issues in the process of enterprise development, and the recruitment or training of excellent CNC machining professionals needs to invest a lot of money, so these enterprises ignore the recruitment or training of professional talents.Due to the lack of professionals, it will cause the level of CNC machining technology can not be improved rapidly, to a certain extent, the application effect of this technology has been adversely affected, if the enterprise can not realize this problem, it will cause serious obstacles to its own development.

3.2 THE EFFICIENCY OF TOOL CHANGE IS LOW

In order to ensure the machining quality of parts, it is necessary to replace the cutting tools more smoothly on a regular basis when machining a large number of parts with CNC machining technology.If the simple operation mode can be adopted in the process of tool replacement, the operation time can be effectively shortened, the

operation efficiency can be improved, and the machining accuracy of CNC machine tool will not be adversely affected, so as to avoid the increase of processing cost.However, in the process of tool replacement, there are some irrationalities in the design of the replacement operation process, including the sequence, position and circuit of the tools, which leads to the low efficiency of tool replacement, which is not conducive to the improvement of the level of mechanical NC machining technology.

3.3 THE PROGRAMMING IS UNREASONABLE

In the process of mechanical NC machining, the staff need to input their own program into the NC machine tool, and then the NC machine tool will complete the parts processing.Therefore, the rationality of programming will directly affect the efficiency of NC machining.Only by ensuring the rationality of the program can we effectively avoid the adverse impact on the processing efficiency.For the staff, in order to ensure the rationality of programming, we need to pay attention to the following issues: first, the staff need to fully understand the instruction type of CNC machine tools, master the specific writing methods and skills, and accurately grasp the deep coding content.Second, the staff need to receive professional technical training regularly, improve their programming level, accumulate more work experience, train operation methods through a large number of simulation exercises, and finally carry out practical operation.Third, according to the actual needs of CNC machine tools for targeted programming, effectively improve the practicability of the program, avoid the phenomenon of empty tool in the processing process.

4. EFFECTIVE METHODS TO IMPROVE THE LEVEL OF NC MACHINING TECHNOLOGY

In order to effectively improve the level of mechanical NC machining technology, we need to take the following methods:

4.1 improve The Level Of Control Technology

In order to improve the level of mechanical NC machining technology, we need to constantly introduce new control technology and processing equipment, such technology and equipment, can further reduce the workload of staff, can effectively improve the smoothness and accuracy of processing.At the same time, it can also actively apply the Internet technology to promote the efficiency of information exchange within the enterprise, transmit the operation status of CNC machine tools to the site in the form of digital information, and is conducive to the flexible adjustment of CNC machine tools.In addition, it is necessary to introduce advanced sensing technology to better display the data collected by the staff through the driving of digital information, without the need to convert analog data into digital data.

4.2 ACTIVE APPLICATION OF NETWORKING TECHNOLOGY

In the development process of China's CNC machining technology, the network development of related technologies will become the mainstream development trend in the future, especially in the context of the rapid development of Internet technology.Therefore, for the mechanical NC machining process, it is necessary to apply networking technology according to the working characteristics of different CNC machine tools to carry out targeted networking operation.In this way, we can effectively improve the management efficiency of CNC machine tools and ensure the quality of CNC machining.In the specific network operation of mechanical NC machining, it is necessary to input the NC machining program of the computer to complete the machining process of the mechanical parts. This way can better avoid the error of the processing program in the process of manual input program, further reduce the possibility of error in mechanical numerical control processing, and reduce the working intensity in the process of numerical control processing,Reduce the workload of staff.In addition, through the application of networking technology, it can also promote the improvement of machining accuracy, which is conducive to the processing quality control.

4.3 IMPROVE THE MANAGEMENT LEVEL OF NC MACHINING

With the rapid development of science and technology, the level of mechanical processing management is also constantly improving. In order to improve the efficiency of CNC machining, we need to adhere to the advanced management concept and better cooperate with the management technology to ensure that the processing process of parts can be regulated by scientific management methods.Therefore, only by establishing a perfect management system of CNC machining, can we realize the continuous optimization of NC machining technology, and realize the unified arrangement and scientific configuration of all personnel, equipment and materials in NC machining.For example, after the enterprise determines to carry out a mechanical NC machining operation, the production management department needs to scientifically allocate the CNC machine tools, staff and processing materials according to the requirements of the processing management system, so as to ensure the smooth connection of the whole processing process, and shorten the time consumed in the processing process in the future, so as to promote the improvement of processing efficiency.Therefore, for mechanical manufacturing enterprises, it is necessary to improve the CNC processing management system, and effectively simplify the intermediate links such as command transmission, which is conducive to improving the efficiency of CNC machining.Only in this way can we ensure the orderly improvement of NC machining management level, realize the effective control of management cost, and promote the healthy development of enterprises.

4.4 PAY ATTENTION TO THE CULTIVATION OF PROFESSIONAL TALENTS

In the application process of CNC machining technology, the professional ability of staff is the key factor affecting the application level of related technology.Therefore, mechanical manufacturing enterprises need to pay attention to the cultivation of professional talents,

improve their programming level, and effectively avoid the adverse impact of factors on the level of mechanical NC machining technology.

5.CONCLUSION

In a word, with the rapid development of science and technology, the level of CNC machining technology in China is constantly improving. At present, it has been recognized by most of the mechanical manufacturing enterprises, and is widely used in the mechanical manufacturing process.Through the application of CNC machining technology, the machining efficiency of mechanical parts can be effectively improved.However, due to the influence of various factors, there are a series of problems in the application of CNC machining technology, which hinders the development of related technologies to a certain extent.Therefore, we need to pay attention to these problems, formulate targeted solutions, effectively improve the level of CNC machining technology, and promote the rapid development of China's manufacturing industry.

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Study on The Relationship Between College Students' Life Style and Mental Health and Its Comprehensive Evaluation System

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Abstract: Healthy and stable lifestyle, as well as harmonious and high-quality psychological and emotional state, play an important role in the growth and development of independent human beings. College students in Colleges and universities are in the critical period of personal growth and development. Their actual choice of basic life style, as well as the specific psychological state, have a wide and far-reaching practical impact. This article will focus on the relationship between College Students' life style and mental health and its comprehensive evaluation system, to carry out a brief interpretation and analysis.

Key words: College Students; Lifestyle; Mental Health; Comprehensive Evaluation System; Research and Analysis

1.A SURVEY OF LIFE STYLE AND MENTAL HEALTH OF COLLEGE STUDENTS

With the continuous changes of the background of the times and the gradual changes of the social environment, under the condition that a large number of "Post-00" students enter the campus of colleges and universities, the personalized and epochal life style of college students, as well as the increasingly serious mental health problems, have gradually attracted the extensive attention of relevant practitioners in the field of higher education in China。From the perspective of basic existence status, college students should be regarded as a special social group. The way of life that college students actually choose and the specific mental health status they are in can not only accurately and clearly reflect the physical and mental health status of college students in a specific era and environmental background, but also reflect the real societyThe development and evolution of life has a profound impact.As a key space for college students to rely on and use in the process of their growth and development, colleges and universities should pay full attention to the basic life style of the majority of students and their specific mental health status in the process of carrying out student education and management, and combine with the specific problems encountered, select and use appropriate and effective strategies to carry out education and guidanceIntervention.

With the help of lifestyle self-assessment scale and symptom Checklist-90 (SCL-90), a research team conducted a survey on the life style choice level and the actual mental health status of some college students.

Through the statistical analysis of the survey data, the following basic conclusions were obtained:

(1) College Students' choice of basic life style is generally at a medium level. From the perspective of specific composition, college students have and maintain good and stable basic living habits at the level of alcohol intake, drug use, personal safety control, and stress control. At the same time, some problems need to be solvedThere are significant health problems in the aspects of smoking habits, daily eating habits, physical exercise participation and personal physical fitness of college students. They need to accept the guidance and intervention based on health education, and then control and reduce the potential risks based on health status.

(2) There are significant differences in the scores of alcohol intake, drug use, personal safety control and lifestyle choice among college students of different genders.The health level scores of male college students in alcohol intake, drug use, stress control and lifestyle choice were significantly lower than that of female college students.

(3) There are significant differences in the scores of alcohol intake level, drug use level, stress control level and lifestyle choice level between liberal arts majors and science majors.The scores of health level of liberal arts students in the aspects of alcohol intake, drug use, stress control and lifestyle choice were significantly higher than those of science majors.

(4) Students from different grades of colleges and universities have significant differences in smoking habits, stress control, and lifestyle choice, while the scores of alcohol intake, drug use, eating habits, physical exercise participation, personal physical fitness and personal safety control are not significantly poorDifferent.From the perspective of smoking habits, the scores of sophomores and juniors, sophomores and seniors are significantly different. The scores of health level of sophomores are significantly lower than that of juniors and seniors.From the perspective of stress control, the scores of freshmen and juniors, freshmen and seniors are significantly different. The scores of freshmen on stress control are significantly lower than that of juniors and seniors.From the perspective of lifestyle choice, the scores of freshmen and seniors are significantly different, and the scores of freshmen are significantly lower than that of seniors.

(5) There are significant differences in smoking habits between single child college students and non only child

college students. There are no significant differences in alcohol intake, drug use, diet behavior, physical exercise participation, physical fitness, stress control, personal safety control and lifestyle choice.The health level scores of non only child college students were slightly higher than those of only child college students in alcohol intake level, drug use level, diet behavior level, physical exercise participation level, personal physical fitness level, stress control level, personal safety control level and lifestyle choice level.

(6) The mental health status of college students is generally at a low level.The average scores of each factor measured by the SCL-90 scale of college students are significantly higher than that of the domestic conventional model, which objectively indicates that there are significant problems in the mental health of college students in China.

(7) There are significant differences in depression factors among college students of different genders, while there are no significant differences in somatization factor, compulsive factor, interpersonal sensitivity factor, anxiety factor, hostility factor, terror factor, paranoid factor and psychotic factor.

(8) The mental health level of college students from liberal arts and science majors is basically the same.There are no significant differences in somatization factor, compulsive factor, interpersonal sensitivity factor, depression factor, anxiety factor, hostility factor and terror factor between liberal arts and science majors.

(9) There are significant differences in somatization factor, compulsive factor, interpersonal sensitivity factor, depression factor, anxiety factor, hostility factor, terror factor, paranoid factor and mental factor level of college students from different grades.The results of normative test show that the mental health of freshmen and seniors is at a low level, while that of juniors is at a higher level.

(10) There is no significant difference in the level of somatization factor, obsessive-compulsive factor, interpersonal sensitivity factor, depression factor, anxiety factor, hostility factor, terror factor, paranoid factor and mental factor level.

2. ON THE IMPROVEMENT AND OPTIMIZATION OF COLLEGE STUDENTS&APOS; LIFE STYLE AND MENTAL HEALTH

Students in Colleges and universities are in the critical period of life growth and development. Their mental intelligence is in the process of growth and development, and has a high level of plasticity. Education staff in Colleges and universities should cultivate and promote the students in Colleges and universities to learn and master a healthy and reasonable life style based on policy oriented means and educational intervention meansTo guide the construction of college students, adhere to the scientific and healthy concept of daily life, and guide students to maintain regular and healthy daily life habits.The education staff of colleges and universities should pay more attention to the health performance of college students, strengthen the promotion and application of healthy lifestyle such as wechat movement and bike sharing, so as to ensure that college students can

actively implement a healthy and high-quality lifestyle. The teaching units of colleges and universities should take all the students in school as the object, take the basic theory of modern educational psychology as the guidance, select the appropriate teaching content, use the appropriate teaching organization and implementation methods, carry out the standardized and scientific psychological health education guidance, and support the college students to comprehensively learn and master the systematic and standardized mental health knowledge.Colleges and universities should set up and operate specialized psychological counseling room, recruit and equip professional psychological counselors. Combined with the specific types of mental health problems of college students, and in the way of one-to-one interview intervention, we should carry out relief intervention for the specific mental health problems of college students, and support them to achieve excellenceQuality and good growth and development.

The teaching units of colleges and universities should take all students in school as the object, take the ideological and political education course and physical education course teaching process as the background, guide the college students to learn and master the scientific and appropriate sports activity participation methods, and maintain a good and stable psychological and emotional state.

3.CONCLUSION

By combing the existing research results, we can know that the college students in the "post-95" and "Post-00" age groups have distinctive characteristics of the times in terms of personality characteristics. They not only have a strong sense of innovation, but also have some basic characteristics, such as fresh utilitarian ideas, weak ability to resist setbacks, and poor self-management and restraint ability.With the rapid, sustained and high-quality development of macro-economic undertakings in socialist countries, the basic requirements put forward by the contemporary social environment for college students are showing a trend of continuous improvement. In the process of students' actual learning and development pressure gradually intensifying, there are various kinds of mental health problems among college students,In recent years, it is showing an increasing trend.For college students to carry out education and guidance based on lifestyle level and mental health level, continuously improve the scientificity, rationality, and pertinence of health education activities, adjust the deviation of college students in Ideological and cognitive structure, and support college students to realize the harmonious development of physical and mental healthThe significance of practical influence.

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Study on The Relationship Between Body Composition and Aerobic Exercise in Adolescents with T2DM

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Abstract: Purpose: To explore the relationship between body composition changes and different forms of aerobic exercise in adolescents with type 2 diabetes. Method: 184 cases of young patients with type 2 diabetes were selected as the research object, after 6 months of aerobic exercise, the body composition and glucose metabolism of the experimental group were compared, to evaluate the effects of different forms of aerobic exercise. Result: The fasting blood glucose and glycosylated hemoglobin levels in the experimental group were lower than those in the control group (P<0.05), and the levels of insulin and C peptide were higher than those of the control group (P<0.05), There were significant differences in T2DM among adolescents with different exercise groups (P<0.05); In addition to the height index, the body composition index of adolescents in the experimental group was greatly improved and there was significant difference in the mean of body composition index between different groups (P<0.05). Conclusion: The improvement of carbohydrate metabolism and body composition index of T2DM was closely related to aerobic exercise, and the effect of exercise on the indexes was different.
Keywords: Teenagers; Type 2 diabetes; Aerobic exercise; metabolism

1. RESEARCH OBJECT AND METHOD

The common forms of diabetes are type 1 diabetes (about 5%) caused by autoimmune disorder and type 2 diabetes (about 95%) related to obesity[1]. The incidence rate of diabetes in China is about 5%, of which 2 of type 2 diabetes (T2DM) accounts for 90% of,[2] and 72% of the obese patients are overweight and obese. At present, studies generally believe that T2DM is caused by excessive obesity, reduced exercise, genetic susceptibility and other environmental and genetic factors.[3]Most of the early onset of T2DM is insulin resistance. With the progress of the disease, insulin secretion is insufficient. The main clinical symptoms are chronic blood glucose rise, accompanied by protein metabolism and lipid metabolism disorders.[4]Research shows that the driving force of high prevalence of diabetes is the increasing [5] of obese people. The incidence rate of T2DM in the adolescents who are entrusted with the future and hope of the motherland is increasing year by year.,[6] a study in 2007 showed that the proportion of T2DM patients in children and adolescents has risen to diabetes. Therefore, how to scientifically "lose weight", especially to reduce the

incidence of obesity and T2DM in adolescents, has become an important issue to be solved.

Regular and moderate exercise can effectively improve the body composition of adult diabetic patients, improve the insulin sensitivity of patients, and have good hypoglycemic effect.[7] It is one of the intervention methods for health promotion of diabetic patients.[8]Therefore, this study aims to explore the relationship between body composition changes and exercise forms of adolescents with type 2 diabetes mellitus through six months of aerobic exercise intervention in adolescents with T2DM, so as to seek a more ideal way to promote exercise health for adolescents with T2DM.

1.1 RESEARCH OBJECT

184 adolescents in this group were type 2 diabetes patients in Central Hospital (grade III a) from July 2016 to June 2017. All the patients met the diagnostic criteria of "type 2 diabetes" proposed by the American Diabetes Association in 1997.[10] According to the medical order of men and women (90 males and 94 females), 87 odd group of people (92 original people) were recruited in the experimental group because of physical discomfort 5 people) were divided into experimental group and 92 even group were divided into control group. The average age of the participants was (14.8 ± 1.2) years (range, 11-17 years). The fasting blood glucose level and glycosylated hemoglobin level were 7.36 ± 0.79 mmol / L and 6.67 ± 0.68)%, respectively. The results of independent sample nonparametric test showed that there was no significant difference between the two groups before intervention.

1.2 EXPERIMENTAL SCHEME

(1) The past medical history, medication, exercise and complications of the selected patients were closely examined. The contraindications of exercise test stipulated by the American Academy of sports medicine (ACSM) were excluded, [11]and all the patients were required to sign informed consent form; (2) the patients selected any sports such as fitness walking, martial arts, aerobics, table tennis, badminton, air volleyball, basketball and football according to their personal preferences, and participated in the exercise test in our school from 4:20 to 5:20 p.m. from Monday to Friday every week Six months of exercise exercise, each exercise time is 60 minutes (including 5 minutes for preparation and finishing activities); (3) the control of exercise intensity is based on the patient's 40% - 60% heart rate reserve + resting heart rate, and the exercise

intensity is adjusted in real time through the patient's subjective physical feeling level and various physical signs during exercise At the same time, the heart rate, blood pressure and other related indicators were simultaneously telemetered, and the medical staff were ready to deal with emergencies and complications.

1.3 INDEX TEST AND METHOD

Venous blood samples were collected before exercise intervention and in the morning of the first day after six months of exercise intervention. Blood glucose was measured by Rittal selectra-eplus automatic biochemical analyzer. Insulin and C-peptide were tested by m240172 gamma radioimmunoassay produced by Beijing Zhongxi Yuanda Technology Co., Ltd. the glycosylated hemoglobin test instrument was bi0-rad Bole D-10 glycosylated hemoglobin analyzer. The specific test steps and analysis methods were in accordance with the standard operation of relevant instructions The body composition index was measured by the combi fitness station body composition analyzer of coombi iwellne SS company in Japan.

1.4 STATISTICAL ANALYSIS

All statistical data in this paper were analyzed by IBM SPSS statistics 22 statistical software. The measurement data were expressed by means, standard deviation and mean standard error. Independent sample t test and multiple independent sample K-W test were used for comparison of measurement data between groups. The difference was statistically significant with $P < 0.05$.

2. RESULTS

2.1 ANALYSIS OF GLUCOSE METABOLISM IN ADOLESCENTS WITH TYPE 2 DIABETES MELLITUS

Table 1. Statistical table of glucose metabolism indexes of T2DM adolescents in experimental group and control group

Index	group	N	mean	standard deviation	standard error
Fasting blood glucose(mmol/L)	experimental group	87	6.516	0.255	0.027
	control group	92	7.397	0.201	0.021
Glycosylated hemoglobin(%)	experimental group	87	6.547	0.204	0.022
	control group	92	6.678	0.154	0.016
Insulin(μU/ml)	experimental group	87	7.868	0.770	0.083
	control group	92	6.170	0.861	0.090
C peptide (ng/ml)	experimental group	87	3.592	0.308	0.033
	control group	92	2.983	0.414	0.043

Table 2. Independent sample t test results of glucose metabolism indexes of experimental group and control group

		Levene test		test for mean equation					95% confidence	
		F	Sig.	t	df	Sig.	Mean	standard error	upper	limit
FPG	Assuming variance equal	0.049	0.826	-25.739	177	0.000	-0.880	0.034	-0.948	-0.813
	Assuming variance unequal			-25.569	163	0.000	-0.880	0.034	-0.948	-0.812
HbA1c	Assuming Variance equal	8.905	0.003	-4.845	177	0.000	-0.131	0.027	-0.184	-0.077
	Assuming variance unequal			-4.808	160	0.000	-0.131	0.027	-0.184	-0.077
INS	Assuming Variance equal	0.025	0.874	13.881	177	0.000	1.698	0.122	1.456	1.939
	Assuming variance unequal			13.924	176	0.000	1.698	0.122	1.457	1.938
C	Assuming Variance equal	3.230	0.074	11.102	177	0.000	0.609	0.055	0.500	0.717
	Assuming variance unequal			11.192	168	0.000	0.609	0.054	0.501	0.716

The statistical results of glucose metabolism indexes of the experimental group and the control group showed that after six months of intervention, there was still an abnormal risk in the mean value of glucose metabolism indexes in the control group of T2DM adolescents, such as the mean blood glucose (7.39mmol / L) was higher than the reference value (3.9-6.1mmol / L) of the ordinary people. However, the average contents of fasting blood glucose, glycosylated hemoglobin, insulin and C-peptide in the experimental group were greatly improved T test results showed that there was significant difference between the two groups ($P < 0.05$).

Table 3. Statistical table of glucose metabolism indexes of adolescents in different project groups

Fitness walk	10	68.25	58.60	52.20	62.85
Wushu	8	53.44	29.81	65.31	36.38
Aerobics	10	50.05	20.85	63.85	31.40
Table tennis	14	59.21	55.25	43.93	33.36
Badminton	8	78.19	53.50	18.81	10.81
Air volleyball	8	41.00	18.50	40.44	17.13
Basketball	8	4.50	61.13	58.19	83.50
Football	21	19.00	45.55	28.12	58.86

The results of multiple independent sample K-W test showed that there were significant differences among different sports groups ($P < 0.01$, see Table 4). From the

statistical results in Table 3, the average rank of fasting blood glucose index in badminton group was the highest, that of glycated hemoglobin and C peptide index in basketball group was the highest, and that of insulin index in Wushu group was the highest The higher rank indicates that the influence depth of different sports on the related

indexes of glucose metabolism is different.
2.2 Analysis of body composition indexes of adolescents with type 2 diabetes mellitus
2.2.1 Comparison of body composition indexes between experimental group and control group

Table 4 independent sample t test results of body composition index

		Levene test		test for mean equation					95% confidence	
		F	Sig.	t	df	Sig.	Mean	error	lower	Upper
Protein	variance equal	103.4	0.000	-3.025	177	0.003	-0.742	0.245	-1.227	-0.258
	variance unequal			-2.981	133	0.003	-0.742	0.249	-1.235	-0.250
Inorganic salts	variance equal	0.274	0.601	-6.186	177	0.000	-0.296	0.048	-0.390	-0.201
	variance unequal			-6.182	176	0.000	-0.296	0.048	-0.390	-0.201
Fat	variance equal	0.228	0.634	-2.917	177	0.004	-0.932	0.320	-1.563	-0.302
	variance unequal			-2.917	176	0.004	-0.932	0.320	-1.563	-0.302
Body moisture	variance equal	0.110	0.741	-6.881	177	0.000	-3.898	0.566	-5.016	-2.780
	variance unequal			-6.886	177	0.000	-3.898	0.566	-5.015	-2.781
Body fat rate	variance equal	28.17	0.000	2.838	177	0.005	0.006	0.002	0.002	0.010
	variance unequal			2.816	160	0.005	0.006	0.002	0.002	0.011
Height	variance equal	1.095	0.297	0.503	177	0.616	0.005	0.010	-0.015	0.025
	variance unequal			0.502	174	0.617	0.005	0.010	-0.015	0.025
Weight	variance equal	0.676	0.412	-6.329	177	0.000	-6.512	1.029	-8.542	-4.481
	variance unequal			-6.325	176	0.000	-6.512	1.030	-8.543	-4.480
BMI	variance equal	5.690	0.018	-10.923	177	0.000	-2.399	0.220	-2.832	-1.965
	variance unequal			-11.011	168	0.000	-2.399	0.218	-2.829	-1.969
Waist hip ratio	variance equal	6.501	0.012	-4.040	177	0.000	-0.058	0.014	-0.086	-0.030
	variance unequal			-4.074	167	0.000	-0.058	0.014	-0.086	-0.030
Waist height ratio	variance equal	1.411	0.236	-2.918	177	0.004	-0.014	0.005	-0.024	-0.005
	variance unequal			-2.897	161	0.004	-0.014	0.005	-0.024	-0.005

The statistical results of this study showed that except for height index, body composition indexes such as protein and inorganic salt in the experimental group were improved greatly after the intervention, such as BMI of the experimental group was 24.06, which was significantly lower than that of the control group (26.48), and the waist hip ratio (WHR) of the experimental group was 0.78 lower than that of the control group (0.84) Month aerobic exercise intervention is conducive to the improvement of body composition of T2DM adolescents.
2.2.2 COMPARISON OF BODY COMPOSITION INDEXES OF ADOLESCENTS IN DIFFERENT PROJECT GROUPS AFTER INTERVENTION
The results of K-W test showed that there were significant differences among the body composition indexes of T2DM adolescents in different sports groups (P < 0.01). According to the statistical results in Table 6, the average rank of BMI index in fitness walking group was larger than that in badminton and air volleyball groups, and the rank average value of waist hip ratio in basketball group was the highest The results showed that the rank average values of protein, inorganic salt, body fat, water, weight and waist to body ratio of football group were the highest, which indicated that different sports had different effects on body composition indexes of T2DM adolescents.

3. DISCUSSION
3.1 EFFECTS OF DIFFERENT AEROBIC EXERCISES ON GLUCOSE METABOLISM INDEXES OF ADOLESCENT T2DM PATIENTS
After the intervention, the mean fasting blood glucose in the experimental group was significantly lower than that in the control group (P < 0.01), indicating that six months of aerobic exercise has a good hypoglycemic effect on adolescents with type 2 diabetes mellitus, The research results of Li Suying [13] also showed that the fasting blood glucose of the exercise group was significantly lower than that of the control group (P < 0.05), and the research results of Lu Dajiang [14] showed that the fasting blood glucose of Mulanquan group, fast walking group and fitness path group were also decreased (P < 0.05). After the intervention, the mean levels of serum insulin and C-peptide in the experimental group were significantly higher than those in the control group (P < 0.05), suggesting that six months of aerobic exercise can effectively improve the glucose metabolism of adolescents with type 2 diabetes mellitus, which is also consistent with the research results of many scholars. For example, the research results of song Aihua and other [15] people show that six months of moderate intensity aerobic exercise intervention can significantly improve the glucose and lipid metabolism and insulin resistance of

type 2 diabetic patients in the community. The research results of Zheng Xiajing[16] et al. showed that regular exercise for 6 weeks can enhance the insulin secretion function of islet B cells and increase the concentration of serum insulin and C-peptide. In addition, it can be seen from the statistical results in Table 3 that different sports have different regulating effects on glucose metabolism indexes. Basketball has a profound impact on the glycosylated hemoglobin level and C-peptide content of adolescent T2DM patients, while badminton has a more profound impact on fasting blood glucose level of adolescent T2DM patients, and martial arts has a greater impact on insulin level in patients.

On the one hand, exercise can increase the number of glucose transporter 4 (GLUT-4) on the cell membrane of skeletal muscle and the sensitivity of its receptor,[17] and the utilization of glucose by skeletal muscle cells is realized by GLUT-4 on the membrane of skeletal muscle, which can transfer extracellular glucose On the other hand, it may be due to the fact that the intensity of exercise used in this study is close to the patient's moderate intensity aerobic exercise. The study has confirmed that 70% of the energy supply comes from fat when the human body is engaged in relatively stable moderate intensity aerobic exercise. The continuous consumption of fat in patients not only reduces the accumulation of lipids in skeletal muscle cells, pancreatic cells and liver cells, but also reduces the toxic effect of lipids on them, thus improving the ability of skeletal muscle cells to absorb glucose, improve insulin sensitivity and pancreatic cells to secrete high-quality insulin.

3.2 EFFECTS OF DIFFERENT FORMS OF AEROBIC EXERCISE ON BODY COMPOSITION OF ADOLESCENTS WITH T2DM

The results showed that in addition to the height index, the body composition indexes of T2DM adolescents in the experimental group had positive changes (P < 0.05), such as protein, inorganic salt body fat, body fat rate, BMI index, waist hip ratio and waist height ratio (P < 0.05) Independent sample K-W test results also show that different sports have different effects on body composition indexes of T2DM adolescents, among which fitness walking group has the most profound influence on BMI index, badminton and air volleyball two groups have a greater impact on body fat rate index, basketball group has a more profound impact on waist hip ratio index, and football project group has an impact on body composition index of patients It can make the patient's protein, inorganic salt, body fat, water, weight, waist to body ratio and other indicators to change significantly.

At present, there are many researches on aerobic exercise improving body composition, but there are few researches on exercise intervention for T2DM adolescents, and there is less horizontal comparison on the intervention effect of different forms of sports. For example, Li Chunyan [18] et al. after 4 weeks of different forms of aerobic exercise intervention on selected male obese adolescents, it was found that the BMI index, BMI index of obese adolescents in the experimental group was

significantly lower than that in the control group Thin weight, percentage of body fat and waist hip ratio all decreased; Zhang Tiemin [19] found that both 10000 and 12000 steps per day can effectively improve the body composition of adolescents through a 12 week walking intervention study on selected young students. But throughout the relevant studies, we found that more than four weeks of long-term aerobic exercise is conducive to the improvement of body composition of obese adolescents, and the longer the intervention time, the more conducive to the formation of healthy lifestyle of adolescents, and the changes of related indicators are more obvious.

On the mechanism of long-term regular aerobic exercise can improve the body composition of teenagers, different students have expounded their own views from different angles, but more scholars believe that the main reason is that aerobic exercise improves teenagers' lipid metabolism ability. The current views on the mechanism of long-term exercise improving lipid metabolism mainly include the following aspects: 1) when the body is at rest, skeletal muscle mainly relies on free fatty acid for energy supply, while glucose, free fatty acid and muscle glycogen are involved in the energy supply during exercise.[20] Although the free fatty acid in blood increases during exercise, it can still be absorbed by muscle and liver 2) long term exercise can not only accelerate the body's lipid mobilization ability, but also provide energy materials for liver and muscle during exercise, and increase the concentration of free fatty acids in the blood under quiet state, so as to ensure that the human body can obtain enough energy supplement and supply in the excessive recovery stage of the body; 3) exercise can not only mobilize the fat group Meanwhile, the triglycerides of skeletal muscle also belong to another kind of energy supply material, so as to reduce the amount of lipid deposition in adipose tissue and skeletal muscle, and improve lipid metabolism.

As a newly emerging group of type 2 diabetes, adolescents have the advantages of shorter onset time and fewer complications compared with adult patients. At present, active intervention is mainly carried out by means of exercise therapy supplemented by drug control [21]. However, due to the influence of objective conditions such as age, education years and experience, the awareness of health promotion is still very weak. In view of the diabetes which can not be cured at present, the ultimate goal of sports intervention is to make teenagers develop a healthy lifestyle and benefit them for life. Therefore, when carrying out sports health promotion intervention on T2DM adolescents, we can build a scientific sports health promotion support platform, according to the physical fitness status, exercise habits and personal preferences of young people, adopt the principle of combining personalized and scientific guidance to select appropriate sports for intervention, and comprehensively use various health promotion means to improve their physical health level.

To sum up, the results of this study show that six months of different forms of aerobic exercise on T2DM

adolescents glucose metabolism and body composition indicators have a significant effect; different sports on the relevant indicators of regulation is different, basketball sports on the level of glycosylated hemoglobin, C-peptide content and waist hip ratio of adolescent T2DM patients is more profound, and badminton sports on the empty of patients The level of abdominal blood glucose and body fat rate are more profound, martial arts have a greater impact on the level of insulin in patients, the exercise walking group has the most profound impact on the BMI index of patients, football can have a profound impact on many body composition indexes of patients, such as protein, inorganic salt, body fat, water, weight and waist to body ratio.

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Research on the Construction of Oral Chinese Interlanguage Corpus in the Era of Big Data

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Abstract: With the rapid development of international Chinese language education, the research on the construction of spoken Chinese interlanguage corpus is lagging behind. The main problems of the corpus lie in the lack of high-quality and authentic interdisciplinary oral corpus data, the limitation of corpus data sources, the lack of learners' historical corpus, the inconsistency of annotation system and the lack of multi-functional retrieval software. The oral interlanguage corpus can be divided into two types: oral reading and oral communication. The data of interlanguage have the characteristics of complexity, authenticity, scientificity, media integration, emotionality and nationality. The corpus construction should follow the principles of authenticity, interdisciplinarity, relevance (language, task and learner), media integration and unity.
Keywords: Big Data; Data Mining; Oral Interlanguage Corpus; Second Language Acquisition; Interdisciplinary

1. FOREWORD

China has established about 541 Confucius Institutes and 1170 Confucius Classrooms in 162 countries (regions) around the world. However, how to make these institutes and classrooms play a full role in keeping with the development of China's soft power, one of the most important links is the application of new technologies. The existing corpus of this type neither provide accurate and effective support for teacher training, textbook development, teaching method updating, etc., nor meet the need of mobile learning environment, new learning mode and personalized learning. Based on big data thinking, the oral interlanguage corpus should adopt data mining method. Big data thinking has subverted people's traditional ideas, and there are higher requirements for the quantity, scale and depth of oral corpus. Regular, unknown, useful and comprehensible information can be mined from massive practical application data which has abundant, incomplete, noisy, fuzzy and random properties. It provides a wide range of data resources for the construction of oral interlanguage corpus. With the help of corpus technology and computer assistance, it can provide detailed data and methods for in-depth study of language learning mechanism, development of oral learning materials and software, as well as the construction and evaluation of Chinese Communicative Competence Test.

A REVIEW OF ORAL INTERLANGUAGE CORPUS

2.1 Application of oral interlanguage corpus

Since the 1970s, corpus, as a source of information, is in line with the dominant trend of university teaching philosophy, from imparting knowledge teaching to intermediate learning teaching. The teaching application of interlanguage corpus includes direct use of interlanguage corpus and indirect use of interlanguage corpus. What teachers teach and learners learn can be realized through corpus. Corpus not only provides teachers with abundant typical teaching materials, but also provides learners with abundant learning resources. Learner corpus can be directly used in classroom teaching, that is, directly using corpus (related corpus) for teaching, and can also be directly applied to learning research by analyzing and correcting the errors in interlanguage corpus. Indirect use of corpus in teaching includes curriculum design, textbook compilation, language testing, dictionary compilation and so on. For example, the compilation of second language dictionaries, English teaching material design, teaching methods, integrated grammar learning list.The research on the use of interlanguage corpus at home and abroad can be summarized into four aspects: one is used for vocabulary and dictionary editing as well as machine translation; the second is for semantic research; the third is for the study of learners' interlanguage; the fourth is the analysis of language errors. There are two models of interlanguage corpus research: first, language error analysis, which mainly focuses on comparative interlanguage analysis (CIA) and computer-supported error analysis. Second, psycholinguistic chronometric analysis mainly observes the process of speech production through reaction time, such as picture -word interference test, word frequency interference effect and so on.Comparative analysis is one of the research methods of oral interlanguage corpus, which can be summarized into three aspects: 1) comparing native and non-native interlanguage corpus; 2) comparing interlanguage corpus of different mother tongue; 3) finding common errors and unique errors of each mother tongue; for example, Finnish students seldom use articles, Japanese students also can't use articles, students from Germany, Finland and France abused pronouns at the beginning of sentences.

2.2 Problems existing in oral Chinese interlanguage corpus

Spoken interlanguage corpus is the source of data for the study of any subject in second language acquisition or teaching, including all the records of human speech products. From the perspective of big data, the author examines the problems existing in the spoken Chinese interlanguage corpus in the following four aspects: Firstly,

the corpus resources lack interdisciplinary content. The data sources lack the guidance of interdisciplinary theories and methods, such as pedagogy, psychology, sociology, communication, linguistics, information science, etc. When tagging the corpus, there are many factors such as social identity, educational background, monolingual or multilingual communicative competence, speech act, psychological activity, learning motivation and communication strategy. Secondly, the lack of high-quality and authentic oral language resources. The construction of oral corpus does not transcribe the real corpus. Thirdly, there is a lack of historical corpus for learners. Historical corpus is a corpus that describes the language of learners at different stages of development. Fourthly, the corpus tagging system is not unified, and the timeliness is low. There is a lack of prosodic description and phonetic feature annotation in the corpus. The well-known English National Corpus and American National Corpus have some problems, such as detailed description of written language while lacking of description of oral and prosodic features, and no annotation of phonetic features. There are three aspects about annotation: firstly, it is time-consuming and labor-consuming to use tagging symbols manually; secondly, there is no unified annotation standard and annotation specification; thirdly, it is mainly based on text corpus, ignoring the corpus of other media forms. Lastly, the lack of multi-functional retrieval software. The retrieval function is deficient, and the presentation of retrieval results is not intuitive.

3. CLASSIFICATION OF ORAL INTERLANGUAGE CORPUS

The discourse types of oral interlanguage corpus are divided into speech corpus and spoken corpus. The corpus of oral interlanguage reading includes monologue (broadcast, conversation, interpretation, reading), speech, news report, story, report, performance, note, record, etc.; the corpus of oral interlanguage communication includes dialogue, monologue, face-to-face conversation (two or three persons or more), non-face (telephone) conversation, debate, self-talk, etc.

The spoken interlanguage corpus should select the natural corpus under the natural environment, including the formal, semi-formal and informal oral corpus, the interdisciplinary oral corpus and the spontaneous oral corpus. The corpus refers to the formal occasions of communication, such as the speech materials, the speech in the formal meeting, the speech in the business meeting, etc. The interdisciplinary oral corpus involves the fields of sociology, psychology, cognitive science, law, politics, history, criminal psychology, literature, mass media and so on. The natural oral corpus includes self -talk, phone, voice and video chat, etc.

4. CHARACTERISTICS OF ORAL INTERLANGUAGE DATA

Big data is everywhere, no matter in personal life or professional field, a large amount of data is constantly produced. All data are composed of language, all disciplines are described by language, and any media means are the carrier of language. Big data is not to help learners overcome difficulties, but to help them deal with

and prevent crisis as soon as possible. Successful learners plan the right things in advance, prepare for better opportunities, choose appropriate strategies and take appropriate actions. Now all the data that has happened or is happening seems to have nothing to do with second language teaching. Officially, these irrelevant data can answer questions about what teachers teach or what students learn. Spoken interlanguage corpus reflects the rules and characteristics of learners' language acquisition. It mines useful interlanguage resources from a large number of data, that is, from a large number of incomplete, noisy, fuzzy and random practical application data to find implicit, regular, unknown, but potentially useful and ultimately understandable interlanguage corpus information and knowledge. For network data and knowledge mining, a super storage analysis and conversion function system is required. The use of multimedia data mining technology and network data warehousing technology can optimize the network resources and further improve the utilization rate of network resources. This paper uses the data mining techniques such as concept description, difference analysis, regression analysis, neural network, link analysis, aggregation monitoring, fuzzy set, statistical technology and other commonly used data mining techniques to extract data from massive information and construct the intermediary oral corpus. These data have the following characteristics.

4.1 Complexity of corpus data

Oral communication is a system of multi-element interaction. Oral communication ability is produced in the process of interaction of various elements, and it exists in the real communication activities between individuals. In this real and meaningful context, there are not only interactive factors between communicators and environment, but also comprehensive embodiment of various abilities of the interlocutors themselves. The oral corpus contributors of a second language will be affected by the natural environment, political environment, social environment, educational environment and cultural environment of the mother tongue and the target language. Due to the randomness and unpredictability of the psychological changes of second language learners, oral corpus data become more complex. The purpose of the construction of oral interlanguage corpus is to serve teaching and research, while the purpose of language teaching and research is to cultivate learners' communicative competence. The average length of Chinese conversation is 7.8 words, which is often shorter than the average length of written sentences. "Chunk is a sentence composed of 5-6 words, which is relative to the average of 17 words in written language." " Monosyllabic and disyllabic verbs are commonly used in spoken English, while the corresponding disyllabic verbs have strong written features. Single sentence, phrase, reply and exclamation are the direct communication units of oral language, while silence, gesture, shaking head, and eye expression are the auxiliary communication units of spoken language.

4.2 Authenticity of corpus data

Only by selecting the natural oral communication corpus in the natural environment, can the rules and characteristics of spoken language summarized from the real spoken corpus be scientific, and the natural existence is reasonable, which is the research idea that scholars should follow. In the real communication process, there are a lot of words that express buffer discourse, such as "um", "ah" and so on. Why do these oral characteristics neither disrupt the listener's uptake of the speaker's discourse information nor interfere with the listener's understanding of the information? Because the acceptability is available in human cognitive system. In spoken English, the highest frequency is three -syllable units, such as 'I don't know', 'I think so', or 'something like that'. In spoken Chinese, phrases like "I, I, I", "yes, yes" are highly acceptable, but they are often regarded as wrong expressions in written language, which are not easy to be accepted. Researchers have been using the rules of written language to regulate the expression of spoken language, which is not conducive to the study of spoken language. Therefore, the authenticity of the corpus is particularly important.

4.3 Interdisciplinarity of corpus data

From the interdisciplinary perspective, we can find the corpus of different disciplines. According to the application research results of oral interlanguage corpus, we can find that the corpus involves culture, society, education, psychology, information technology and other fields, which are the most complete description of human language products and characteristics. By contacting a large number of oral corpus resources, learners can cultivate their language sense in oral communication, which can improve their listening and speaking ability to a certain extent.

4.4 Media integration of corpus data

The integration of media not only includes newspapers, periodicals, magazines, television, radio, audio-visual, movies, books, network information (such as Xinhua, Guangming, Zhongxin, Sohu, Tianshan, etc.), programs and satellite communication, but also covers all senses of people's receiving information resources, such as vision, hearing and touch. Moreover, the audience can choose according to different needs the most suitable media form and channel, to provide super segmentation services through deep integration. Under the background of the development of Internet plus and 5G, the development of Chinese teaching and Chinese teaching resources focuses on the use of modern technology. The construction of spoken Chinese Interlanguage corpus in the era of big data should be based on the research and development of learning behavior analysis, the development of multi-sensory system, the research and development of corpus design, and the development of real-time revision of complex dynamic data, etc. With the support of new technology, it should have the holographic feature of five senses receiving in resource format.

4.5 Emotionality of corpus data

The construction of oral corpus can mine emotional data from spoken, audio, video and other pronunciation corpus. Relevant studies have shown that emotion plays an important role in the formation of language concepts, and there is a close relationship between certain emotional categories and conceptual categories. "Happy speech shows high energy in high frequency band, while sad voice shows significantly different low energy in the same frequency band." Speech emotion recognition technology has wide application value. For example, in order to improve the service quality, sorting can be carried out according to the emergency degree of users in the telephone service center; the fatigue detection of drivers can avoid traffic accidents caused by fatigue driving; students' emotional monitoring is convenient for timely adjustment of teaching activities such as courses; the study of the relationship between students' emotional monitoring and cognitive load will help to increase students' effective cognitive load and reduce their internal or external load, so as to improve students' effective learning efficiency. In a word, the construction of oral interlanguage corpus, combined with the research results of phonological emotion and energy, will improve the application value of the corpus.

4.6 Nationality of corpus data

The construction of oral interlanguage corpus should not only pay attention to the elements of language communication environment, but also pay attention to the multi-factor blending characteristics and individual differences of learners. The oral corpus collects the spoken data of learners from different countries, and investigates the acquisition rules, characteristics and mechanisms of different mother tongue groups from the perspective of psychology. Because everyone's life experience, living environment, previous background and experience are different, all kinds of subsystems formed are not the same. Even if there are direct interaction, mutual connection and mutual influence, they will not produce the same language learning or acquisition effect. Trinity Lancaster Corpus, with 2.5 million words covering the data of 1200 oral second language learners from 8 non English-speaking countries, is the largest spoken interlanguage corpus in the world. In 2014, the background materials of learners were included and classified according to the b1-c2 level competence of the European common language framework, which was used to study the language learning process. The application of interlanguage corpus in language learning can analyze the characteristics of Chinese learners' using, investigate the language characteristics of learners with different types and backgrounds, explore students' learning strategies, and study the comprehensive information about learners' language development, so as to establish a teaching system suitable for learners' personalized learning. Therefore, the construction of oral interlanguage corpus should focus on the collection of spoken corpus from different countries.

5. ENLIGHTENMENT ON THE CONSTRUCTION OF SPOKEN CHINESE INTERLANGUAGE CORPUS

5.1 Principle of authenticity

The principle of authenticity refers to the collection, transcription and description of natural spoken language. As far as possible, the corpus covers all kinds of

communication situations. The more extensive the corpus is, the more subjects are concerned, and the more reliable the conclusion will be. Language communicative competence is positively correlated with the variety of subjects and the number of communicative occasions. when transcribing the corpus, it should be true to the facts. The statistical method should be used to investigate the similar oral characteristics, such as redundancy or postposition, which has a certain semantic orientation in the actual communication process. At present, many scholars in the academic circle believe that language expression only referring to the written form is correct. This is mainly because of the persistence in the concept of thinking, rather than whether it is correct or not. If this phenomenon appears everywhere in spoken language, which is always considered illegal while the native speaker never change, what should the circle do about this phenomenon? How to transcribe or annotate the corpus? We believe that we need not transcribe or label, or just write or mark the parts used in our own research, but we should keep the significant expression of oral language. As far as scientific research is concerned, it is not necessary to modify it. We should explore a rule of oral expression from natural corpus.

5.2 Principle of interdisciplinarity

Interdisciplinary principle refers to the construction of a more perfect Chinese interlanguage spoken corpus under the guidance of theories and methods of different disciplines. Language is ubiquitous in human life, so we can study language scientifically from the perspectives of sociology, psychology, anthropology, geography, criminal psychology, law, pathological diagnosis, news media and so on. Learners' corpus is the result of all kinds of communication, and also the knowledge crystallization of various disciplines. Through the analysis of these knowledge crystals, the formation process can be restored. Interdisciplinary method is the only way to restore this process. The first-class corpus must be an interdisciplinary research platform. The collection of corpus from different disciplines is helpful to study the most complete language products of human beings, such as: 1) studying the commonness and individuality of various disciplines; 2) studying the most complete speech acts of human beings; 3) studying the dynamic linguistic behaviors that vary according to people, events and situations; 4) studying the process of language evolution; 5) studying the universal laws of human beings in second language acquisition. Oral interlanguage corpus provides the researchers with objective, real and massive resources. Studying oral interlanguage corpus from an interdisciplinary perspective not only expands the research content of second language acquisition, but also provides feedback and guidance for the teaching theory and practice of Chinese as a second language.

5.3 Principle of relevance: language, task and learner

The relevance principle means that when designing an interlanguage corpus, not only the collected text content should be assembled, but also the elements related to language, task and learner should be added. Factors that affect learners' learning process include learners' gender, age, individual cognitive ability, intelligence, learning motivation, personal learning expectation, social background, life experience, economic and cultural background, etc. In addition, the native language ability, dialect ability, other foreign language ability and learning style of the learners are all the additional characteristic elements to be considered. The following table lists the relevant factors of oral interlanguage corpus.

Table 1 Correlation factors of oral interlanguage corpus

Three main types of oral interlanguage corpus construction	Language relevance	Type (oral)
		Genre (conversation, interview, debate, etc.)
		Style (narrative, argumentative)
		Topic (general, chat)
	Task relevance	Data collection (horizontal, vertical)
		Initial condition (natural type, preparation type)
		Reference use (word dictionary, text material)
		Time limit (fixed form, free form, homework form)
	Learner relevance	Individual cognition (age, gender, cognitive ability, intelligence, life experience, social background, economy and culture, etc.)
		Individual learning behavior (motivation, interest, emotion, will, character, attitude, learning expectation)
		Learning style
		Background of the first language
		Second language environment (target language environment, non-target language environment)
		Second language ability (the standard of grade examination)

See: Sylviane Granger. Computer learner corpus research: current status and future prospects. *Applied Corpus Linguistics: A Multidimensional Perspective* (*Language and Computer* 23)2004: 123-145. Learners' language is a high variable, which is influenced by various linguistic, situational and psycholinguistic factors. Cobb made it clear, "it is a common misconception that the construction of a corpus is just to collect a large number of texts from the Internet and then combine them." Sylviane Granger adds sociolinguistic features to the design of English International Corpus. She believes that the database of ICLE contains a series of variables that affect second language acquisition. In a word, the corpus containing language, task, learner and other related elements can more truly reflect the practical value of Chinese interlanguage corpus.

5.4 Principle of media integration

The principle of media integration refers to all the sensory channels for people to receive information resources, such as vision, hearing, touch, etc., and the audience can choose the most suitable media form and channel according to different needs to provide super subdivided Chinese and cultural services. Mehrabian thinks that 38% of language communication is attributed to the way of speaking, not to the choice of words; Only 7% of language communication is used, and the remaining 55% is attributed to body posture, facial expression, gesture or other behaviors. When speaking slowly about 2-2.5 times, unclear pronunciation, ellipsis and swallowing will produce a distance effect. When the brain notices abnormal speech, it will relax the analysis of visual observation. The combination of interlanguage corpus and Internet plus and artificial intelligence can build high-quality corpus, which can provide more teachers with more teaching materials and provide personalized teaching services for Chinese learners of different needs. It is helpful to study the process of learners' language learning or acquisition and the regular features of language development by examining learners' multi-modular cognitive model. The semantic content of the words is reduced when the listener regards the prosody and intonation pattern of the speaker as the foreground. "When human beings interact with the environment, five sensory systems or cross modular cognitive models are the main ways of perceiving language acquisition, and at least one of the main senses plays a leading role in receiving external information."

5.5 Principle of unity

To unify the tagging system of spoken Chinese interlanguage corpus, one refers to the Corpus Encoding Standard (CES/XCES), which is a part of EAGLES, which stipulates the overall structure of the corpus, and the technical specifications of language information tagging. The second is to refer to the corpus tagging systems of other countries, such as the Multilingual Internet Corpus Management System (ATLAS), TUSNELDA of Germany, MATE of the Netherlands, etc. The tagging system of oral interlanguage corpus involves non-textual information, transcription level and labeling level. Non-text information refers to the header information including learner, language and task variables. The level of tagging refers to range disambiguation, markedness, part of speech tagging, legalization, syntactic analysis, semantic tagging, discourse tagging, error tagging, prosodic tagging and textual anaphora marking. The important links of oral interlanguage corpus tagging include: 1) marking the real process of various language fragments; 2) marking the turn-taking process; 3) marking various relevant features of language flow; 4) marking the process and time of conversation; 5) marking the environment of conversation and the environment in the process of communication; 6) looking for all kinds of cognitive traces in the process of corpus production.

6. THE EPILOGUE

The rapid development of information technology and its penetration in various fields have a profound impact on traditional teaching models, learning resources and teaching methods. This article uses the method of data mining, combined with the types and characteristics of the oral interlanguage corpus, to explore the important role of big data in the construction of oral Chinese interlanguage corpus. It is mainly summarized in seven aspects: First, the principle of authenticity is the prerequisite for the construction and research of the corpus, and data mining provides technologies and methods for collecting authentic spoken data, as well as for accessing and processing the data. Second, the interdisciplinary principle provides theoretical and methodological guidance for the collection of complete corpus and multi-disciplinary corpus content, as well as the corpus format with multi-modal holographic information. Third, corpus design should pay attention to factors related to language, tasks and learners. Learners' learning is also an evolving cognitive process. Fourth, the corpus of natural oral communication should be explored in an all-round way, including communicative occasions, interdisciplinary fields and spontaneous generation. Fifth, the learner's multi-modular cognitive model helps to study the learner's Chinese learning or acquisition process. In short, mining the resources of spoken Chinese interlanguage on the Internet, implementing a unified tagging system of spoken Chinese corpus, and overcoming the technologies of mining, storing, distributing and sharing the Internet as the corpus will help to connect the open spoken Chinese interlanguage corpus at home and abroad, bundle the mining tools of the corpus, and build a holographic corpus based on the global Internet.

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Research on The Differentiation of The Formation Mechanism in Regional Cultural Tourism Industry Competitive Advantages-Based on The Analysis of Regional Data in China

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Abstract: In view of the obvious regional differences in the development of regional cultural tourism industry, based on the diamond model and summarizing other scholars' theories, the DEA-DA model is combined with the PLS-SEM model for the cultural tourism industry in 31 provinces of China in 2016. The 93 groups of data from 2018 were empirically analyzed to study and construct a spatial difference model for the formation mechanism of regional cultural tourism industry competitive advantage. The study found that indicators such as sustainable development capacity, production factors, overall innovation capability, government support, demand capacity and related industrial development play different roles in the competitive advantages of cultural tourism industry in different regions. The research has realized the theoretical innovation of the competitive advantage of the cultural tourism industry from a spatial perspective, laying a necessary foundation for China's rational layout and coordinated development of cultural tourism industry in various regions.

Keywords: Regional Cultural Tourism Industry; Competitive Advantage; Formation Mechanism; Differentiation

1.INTRODUCTION

The competitive advantage of the cultural tourism industry is an important part of the comprehensive strength of a country or a region. How to improve the competitive advantage of the cultural tourism industry has become a hot spot of social concern. In China, the cultural tourism industry has not yet become a pillar industry of the country. From the perspective of various regions, the cultural tourism industry structure is not reasonable, and the cultural tourism resources allocation varies greatly. The competitive advantage of the entire cultural tourism industry is at the national level. Or it seems weak from the perspective of the region. China's "Twelfth Five-Year" development plan clearly proposes that the cultural tourism industry should be promoted to become a pillar industry of the national economy and enhance the overall strength and competitive advantage of the cultural tourism industry. Therefore, how to improve the competitive advantage of China's cultural tourism industry is the key to the sustainable development of the cultural tourism industry(SUN Jing-shui, *et al*,2012). Theoretically, to solve the problem of competitive advantage in the cultural tourism industry, it depends on the distinction between the effective measurement of competitive advantage and the result of competition. At the same time, it is necessary to clarify the formation mechanism of the competitive advantage of the cultural tourism industry.

Through combing the literature, it is found that there are few literatures in this area. In order to explore the formation mechanism of the competitive advantage of China's regional cultural tourism industry, Zhang Zhiming and other scholars of China Agricultural University have written "Analysis of the formation mechanism of regional cultural tourism industry competitiveness", which uses analytic hierarchy analysis. The method (AHP) analyzes the influencing factors of the regional cultural tourism industry's competitive advantage, and constructs the AHP analysis model, and then analyzes the formation mechanism of the regional cultural tourism industry, and has obtained preliminary research results. However, the study did not consider the huge differences in the development of cultural tourism industry in various regions of China, and its results lacked pertinence and universality for the promotion of the competitive advantage of regional cultural tourism industry. China has a vast territory, regional economic development is extremely uneven, and its cultural tourism resources are also different. The development of regional cultural tourism industry presents great differences, and the existence of such differences is long-term and constant. The possibility of expansion. Therefore, narrowing the development gap of the regional cultural tourism industry's competitive advantage, so that its coordinated development should become one of the priorities of future research.

Based on the idea of Professor Potter's diamond model, this paper combines the advantages of various industries' competitive advantages in Hua Jian and other scholars, and from the characteristics of the cultural tourism industry, divides China into three regions and uses it as a

research object. The combination of DEA-DA discriminant model and PLS-SEM model is used to realize the scientific division of spatial dimension and establish the structural equation model of the competitive advantage formation mechanism of cultural tourism industry in three regions to explore the formation mechanism of competitive advantage of cultural tourism industry in different regions. The difference is to provide theoretical support for narrowing the gap in the competitive advantage of regional cultural tourism industry.

Discriminant Analysis of the Differences in the Development of Chinese Cultural Tourism Industry from the Perspective of DEA-DA Model

According to the research results in the literature 2, we find that the current development of China's cultural tourism industry is closely related to the degree of regional economic development and regional geographic location, but literature 2 does not conduct a more scientific and rigorous discriminant analysis, but Research on the competitive advantages of China's cultural tourism industry as a whole. In order to further analyze whether the development of cultural tourism industry in each region is strictly in accordance with the trend from south to north, from east to west, there are obvious differences from strong to weak, and there are obvious differences. The added value of cultural tourism industry in this paper accounts for national cultural tourism. Discriminant analysis is carried out between the proportion of industrial added value and the economic profit index of cultural tourism industry.

The Principles Of The Dea-Da Model

DEA-DA model by Japanese operations researcher Sueyoshi first proposed in 1999 (Kroto H W, J, *et al*, 1993). The model of DEA (Data Envelopment Analysis) and DA (discriminant analysis) for the characteristics of both combination, formed to "minimize misclassification number" is a new principle of discrimination method. Since then, Sueyoshi continuous improvement based on the original model, Extended DEA-DA model was put forward in 2001 (QI Su-yu, J, *et al*, 2011), 2004 proposed TWO-stage MIP-DEA-DA model (LI Yi-chun, J, 2016), 2006 extend MIP-DEA-DA(LI Gao-ye, J, 2013), to achieve a discriminant of ""two sample group above". This will be China's 31 provinces and autonomous regions are divided into A, B, C three regional, cultural tourism industry development status of the region and discriminant analysis. Therefore, first to the three group discriminant analysis principle briefly, its frame as shown in figure 1.

With n of DMU decision making unit, each decision unit have k independent sample observation values, denoted as $Z_{ij}(i = 1,2,\ldots,k; j = 1,2,\ldots,n)$, where Z_{ij} represents the j decision-making unit i eigenvalue. Before classification, first of all samples will be subjective and divided into three groups, denoted as A,B, and C, respectively, including n_1, n_2 and n_3 DMU decision making units, i.e. $n_1 + n_2 + n_3 = n, P1 \cup P2 \cup P3 = P$

The first step, use the formula 1 in A and B, B and C respectively to determine, based on the formula 2 criterion to determine whether there is an error or cross sample.
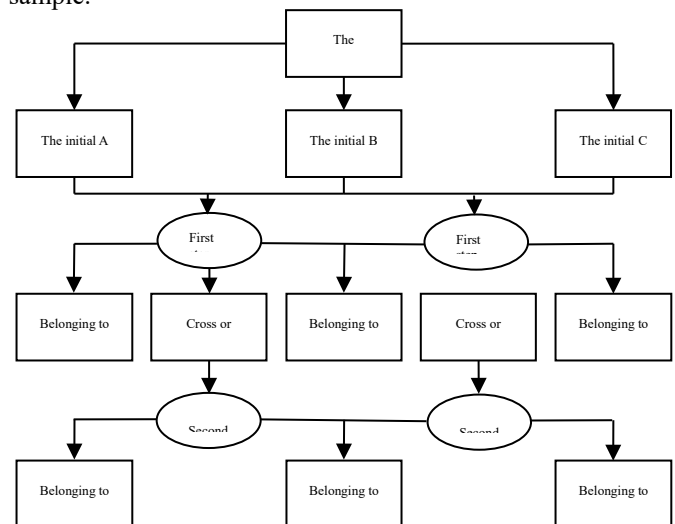
Fig.1 The three group discriminant analysis principle frame diagram

$$min\ s$$

$$s.t \begin{cases} \sum_{i=1}^{k}(\lambda_i^+ - \lambda_i^-)Z_{ij} - d + s \geq 0, j \in A \\ \sum_{i=1}^{k}(\lambda_i^+ - \lambda_i^-)Z_{ij} - d - s \geq 0, j \in B \\ \sum_{i=1}^{k}(\lambda_i^+ - \lambda_i^-) = 1 \\ \varsigma_i^+ \geq \lambda_i^+ \geq \varepsilon\varsigma_i^+ and \varsigma_i^- \geq \lambda_i^- \geq \varepsilon\varsigma_i^-, i = 1,2,\ldots k \\ \varsigma_i^+ + \varsigma_i^- \leq 1, i = 1,2,\ldots k \\ \sum_{i=1}^{k}(\varsigma_i^+ + \varsigma_i^-) = k \\ d, s: unrestricted \\ \varsigma_i^+ = 0/1, \varsigma_i^- = 0/1\ all\ other\ var i ables \geq 0 \end{cases}$$
$$(1)$$

$$s.t \begin{cases} R_1 = \{j \in A | \sum_{i=1}^{k} \lambda_i^* Z_{ij} > d^* + s^*\} \\ R_2 = \{j \in B | \sum_{i=1}^{k} \lambda_i^* Z_{ij} > d^* - s^*\} \\ D_1 = A - R_1 \\ D_2 = B - R_2 \end{cases}$$
$$(2)$$

Among them, λ_i^*, d^* and s^* for the formula 1 the optimal solution of the model. R_1 indicates that DMU_j was the correct discriminant, belonging to the A set; R_2 indicates that DMU_j was the correct discriminant, belonging to the B set; "set cross or misjudgment part" is expressed as a $D_1 \cup D_2$. In B and C discriminant, only the corresponding group subscript in the formula given to replace angle.

The second step, to the cross and misjudgment part in the set DMU_j using formula 3 re discrimination, and ultimately determine the belonging to the A, B, or C.

The λ_i^*, c_1^* and c_2^* is formula 3 to obtain the optimal solution. c_1 is used to distinguish between A group and B group, c_2 is used to distinguish between B group and C group. Discriminant analysis using vector $Z_\gamma = (Z_{1\gamma}, Z_{2\gamma}, \ldots, Z_{k\gamma})^T$: if $\sum_{i=1}^{k} \lambda_i^* Z_{i\gamma} \geq c_1^*$, said the observation group belongs to A group; if $c_1^* - \varepsilon \geq \sum_{i=1}^{k} \lambda_i^* Z_{i\gamma} \geq c_2^*$, said the observation group belongs to

B group; if $c_2^* - \varepsilon \geq \sum_{i=1}^{k} \lambda_i^* Z_{i\gamma}$, said the observation group belongs to C group.

$$\min \sum_{j \in A} y_j + \sum_{j \in B} y_j + \sum_{j \in C} y_j$$

$$s.t \begin{cases} \sum_{i=1}^{k}(\lambda_i^+ - \lambda_i^-)Z_{ij} - c_1 + My_j \geq 0, j \in A \\ \sum_{i=1}^{k}(\lambda_i^+ - \lambda_i^-)Z_{ij} - c_1 - My_j \leq -\varepsilon, j \in B \\ \sum_{i=1}^{k}(\lambda_i^+ - \lambda_i^-)Z_{ij} - c_2 + My_j \geq 0, j \in B \\ \sum_{i=1}^{k}(\lambda_i^+ - \lambda_i^-)Z_{ij} - c_2 - My_j \leq -\varepsilon, j \in C \\ \sum_{i=1}^{k}(\lambda_i^+ - \lambda_i^-) = 1 \\ \varsigma_i^+ \geq \lambda_i^+ \geq \varepsilon\varsigma_i^+ \, and \, \varsigma_i^- \geq \lambda_i^- \geq \varepsilon\varsigma_i^-, i = 1,2,\dots,k \\ \varsigma_i^+ + \varsigma_i^- \leq 1, i = 1,2,\dots,k \\ \sum_{i=1}^{k}(\varsigma_i^+ + \varsigma_i^-) = k \\ d,s: unrestricted \\ \varsigma_i^+ = 0/1 \, , \varsigma_i^- = 0/1 \, and \, all \, other \, var \, i \, ables \geq 0 \end{cases}$$

(3)

Data Sources And Processing

This study from the "2016-2018 years China Statistical Yearbook", "2016-2018 China cultural relics Statistical Yearbook" in summary from 31 provinces and autonomous regions nationwide "area of cultural tourism industry added value accounted for the proportion of added value of china cultural tourism industry" and "area of cultural tourism industry profit rate of capital" two groups of panel data, the average value and then calculates the two indexes in 3 years, were standardized on it and to complete the discriminant analysis.

The Results Of Discriminant Analysis Factors Of Cultural Tourism Industry Competitive Advantages Effect

A Group	Shanghai, Beijing, Zhejiang, Jiangsu, Guangdong
B Group	Tianjin, Liaoning, Shandong, Jilin, Fujian, Hebei, Chongqing, Hubei, Sichuan, Hunan
C Group	Neimeng, Shaanxi, Henan, Shanxi, Heilongjiang, Ningxia, Xinjiang, Qinghai, Hainan, Jiangxi, Anhui, Guangxi, Tibet, Yunnan, Gansu, Guizhou

Construction of Analysis Index System of Competitive Advantage of Cultural Tourism Industry

Research Status of Competitive Advantage Evaluation System of Cultural Tourism Industry

In the research on the evaluation system of competitive advantage of cultural tourism industry, the framework of industrial competitive advantage constructed by Porter's "diamond model" has far-reaching influence. Many domestic scholars are based on the basic theory of "diamond model" and then combined with the existing situation in China. New evaluation system. In addition, many scholars start from different angles to elaborate and build their own evaluation system. Qi Shuyu, Yin Guojun (QI Su-yu, YIN Guo-jun. J, 2015), Li Yichun (LI Yi-chun. J, 2016) and others have mainly used the evaluation system of Porter's "diamond model". LI Gao-ye.J (2013) improved on the basis of the "diamond model" and organized and divided the traditional five systems into three modules: core competitive advantage module, basic competitive advantage module and soft environment competition. Advantage module. In addition to the "Diamond Model" based on Porter, Hua Jian (Ja Jian. J, 2015), Zhao Yanyun, Xu Ping, Deng Yanwen (Deng Yan-wen. J, 2018) and other scholars based on the division of regional competitive advantages, summarized The various core advantages of the cultural tourism industry, and on this basis, put forward a variety of different competitive advantage structure models. LI Xue-ru.J (2017) focuses on the internal perspective of the organization. Based on the VRIO model, a new regional cultural tourism industry competitive advantage evaluation system is constructed, which effectively highlights the development potential of the cultural tourism industry. Characteristics of evaluations such as innovation and scarcity. Based on the above-mentioned research results of domestic and foreign scholars in the evaluation system of competitive advantage of cultural tourism industry, it can be found that scholars generally believe that the six major factors of sustainable development ability, demand ability, overall innovation ability, production factors, government support and related industry development The factors constitute the competitive advantage of the cultural tourism industry.

Research Status of Measurement Indicators of Competitive Advantages in Cultural Tourism Industry

Academia for "Competitive Advantages" has not yet formed a unified measure of understanding. Professor Michael E Porter (Michael Potter, J, 2002), Professor Paul Krugman (Krugman P, J, 1999), IMD (IMD, M, 1997), WEF and OECD different from each other and have been given a certain influence and representation definition. After summarizing, we can draw competitive connotation includes the following four aspects: increase market share, create wealth, sustainable development and efficient use of resources. Between the four objectives have some relevance, create wealth can be used to increase market share and efficient use of resources to indicate that the:

$$z_2 = f(z_1, z_4)$$

After literature review found that, increase market share, create wealth, sustainable development and efficient use of resources of these four indicators covering most current achievements most scholars and research institutions research.

Establishment of Analytical Indicators for Competitive Advantages of Cultural Tourism Industry

According to the characteristics of the cultural tourism industry, based on the deductive research methods, combined with the collation and analysis of relevant literatures, according to the principles of comprehensiveness, feasibility, simplicity and hierarchy, the scholars extend the theory of the industrial competitive advantage analysis framework. Applied to the cultural tourism industry, the index system of influencing factors of the competitive advantage of China's cultural tourism industry has been constructed. See Table 2 for details.

Table.2 Indicators of factors influencing the competitive advantage of cultural tourism industry

Index Classification	Latent Variables	Specific Observations
Cultural tourism industry competitive advantage results metrics	Cultural tourism industry competitive advantage	The added value of regional cultural tourism industry accounts for the proportion of the added value of the national cultural tourism industry
		Cultural tourism industry capital profit rate
	Capacity for sustainable development	The added value of cultural tourism industry accounts for the proportion of GDP
		Cultural tourism industry profit growth rate
		GDP per capita in the region
		Urban per capita disposable income
	Demand capability	Per capita consumption expenditure
		Per capita cultural tourism consumption expenditure as a percentage of total expenditure
		Number of intellectual property acquired by cultural tourism enterprises
Mechanism index of formation of competitive advantage in cultural tourism industry	Overall innovation capability	R&D expenditure of cultural tourism industry accounts for the proportion of total R&D expenditure
		Contribution rate of technological progress in the cultural tourism industry
		The number of national cultural tourism industry
	Production factors	Has the world's natural heritage and cultural heritage of the number
		The artist has a number of people in senior staff scientist
		Government deficit / surplus of GDP accounted for Local
	Government support	UNESCO utility costs per capita
		The number of government policies and regulations promulgated and implemented the cultural tourism industries
		Gross tertiary industry production
	Development of related industries	Travel, entertainment, dining and other related industries for the development of cultural tourism industries pulling rate
		The ratio of foreign tourists and the local population

2.PLS-SEM INTRODUCTION

The Principle Of Pls-Sem

SEM namely structural equation model, is based on the existing causal theory, with its corresponding system of linear equations that represent a causal theory of statistical analysis techniques (Ander J C, J, *et al*, 1988). Commonly used modeling methods are mainly two, respectively, based on analysis of covariance matrix, namely LISREL or AMOS methods and PLS analysis methods, namely partial least squares method. PLS method is iterative principal component analysis and multiple regression analysis combined estimate. Due to normality, the sample size and model data to identify conditions such as LISREL or AMOS no less stringent, called "soft modeling" approach. The basic theory of PLS modeling is the "Predictor Specification", i.e.

$$y = a + Bx + \varepsilon,$$

Therefore

$$\hat{y} = E(y|x) = \hat{a} + \hat{B}x,$$

Conditions

$$E(\varepsilon) = 0, \quad Cov(x, \varepsilon) = 0.$$

Typically, PLS evaluation algorithms are mainly two, namely Blindfolding and Bootstrap. Specific to this article, use Visual PLS software Bootstrap algorithm path analysis between hypothesis testing and latent variable.

PLS-SEM consists of two parts: The first is the measurement model, which describes the relationship between the significant variables and latent variables; followed by the structural model (SEM), which describes the relationship between latent variables.

Set up a structural equation model group was composed of J variables (in this study, J = 7) form, each containing p_i variables, then each set of significant variables can be expressed as $X_j = (x_{j1}, x_{j2}, \ldots x_{jp_j})$ $(j = 1, 2, \ldots, J)$ (in this study, $X_1 = (x_{11}, x_{12})$; $X_2 = (x_{21}, x_{22}, x_{23})$; $X_3 =$ (x_{31}, x_{32}, x_{33}); (x_{51}, x_{52}, x_{53}); (x_{71}, x_{72}, x_{73})), Usually assume that the $x_{jh}(j = 1, 2, \ldots, J; h = 1, 2, \ldots, p_j)$ variables are based on n (In this study the extraction data for three years, that is, n=93) in common observation point, and each of the variables are center. Significant variables in group X_j corresponding to the hidden variable ξ_j is a standard. In PLS-SEM, the measurement model constitutes formed between significant variable X_j and the corresponding latent variables ξ_j, constitutes the structural model between different latent variables ξ_j.

$X_4 = (x_{41}, x_{42}, x_{43})$; $X_5 =$ $X_6 = (x_{61}, x_{62}, x_{63})$; $X_7 =$

Measurement Model And The Structural Model Of Pls-Sem

Each significant variable associated with latent variables only, the relationship between them can be obtained by a linear regression equation, i.e.

$$x_{jh} = \lambda_{jh}\xi_j + \varepsilon_{jh}$$

Where ε_{jh} is the random error term, the average value is 0, and ξ_j is not associated with latent variables.. Requests a set of latent variables is the only variable to reflect, to satisfy such a condition is considered to be the only significant variable dimension, the test methods are the principal component analysis of variables, $Cronbach'\alpha$, and $Dillon - Goldstein's\rho$.

SEM describes the causal relationship between different latent variables ξ_j, form

$$\xi_j = \sum i \neq j \beta_{ji}\xi_i + \zeta_j,$$

Among them, ζ_j is the random error term, and the average value was 0, and was not associated with ξ_j.

In order to obtain the parameters in the above model estimation, can be carried out from two aspects. One is the latent variables ξ_j by linear combination of significant variable X_{jh} to estimate, this estimate is

denoted as Y_j, i.e.

$$Y_j = \left(\sum_{h=1}^{p_j} w_{jh} x_{jh}\right)^* = (X_j w_j)^* \qquad (4)$$

Wherein, w_j is the number of weight vectors, and the asterisk indicates the estimated amount of standardized. On the other hand, latent variables can be estimated by other latent variables associated with it, estimates so obtained is called internal estimator, denoted as Z_j, i.e.

$$Z_j = \left(\sum_{i=\beta_{ji} \neq 0} e_{ji} Y_i\right)^* \qquad (5)$$

Among them, e_{ji} is the internal weights, the calculation method of e_{ji} for

$$e_{ji} = sign(r(Y_j, Y_i)) = \begin{cases} 1, & r(Y_j, Y_i) > 0, \\ -1, & r(Y_j, Y_i) < 0, \\ 0, & r(Y_j, Y_i) = 0, \end{cases}$$

In the formula, $sign$ function of the symbol; $r(Y_j, Y_i)$ represents the estimated amount of the external correlation coefficients Y_j and Y_i.

For the calculation of the weight vector w_j, $Wold$ presents a calculation method that the weight vector w_j is the correlation coefficient variable X_j and Z_j, then:

$$w_j = \frac{1}{n} X_j^T Z_j \qquad (6)$$

For the standardization of the vector, w_j is actually Z_j to X_j doing weights on partial least squares of the first principal component.

In summary, PLS-SEM analysis using an iterative algorithm to calculate the latent variables, and finally according to the estimated value of latent variables, calculate the measurement model and the structural model (SEM), the specific calculation steps are as follows:

Step 1, set the initial value of the vector Y_j is equal to x_{j1}.

Step 2, based on 3 formula to calculate the estimated value of Z_j..

Step 3, based on the estimated value of Z_j by Equation 4 to calculate the weight vector w_j.

Step 4, according to the calculated w_j, using Equation 2 to calculate the new re-Y_j. Then return to step 2 until the calculation converges to finally get Y_j to the latent variables ξ_j as the estimated value of $\hat{\xi}_j$.

Step 5, according get $\hat{\xi}_j$, a linear regression model using ordinary least squares algorithm to estimate the measurement model and structural model parameters λ_{jh}, and β_{ji}.

3. STUDY ON THE MECHANISM OF DIFFERENTIATION EMPIRICAL FORMED CULTURAL TOURISM INDUSTRY COMPETITIVE ADVANTAGE BASED ON PLS-SEM

The Research Hypothesis And Data Collection

According to Western scholars of cultural tourism industry competitive advantage factors and measure the results of the research results, combined with the cultural tourism industry competitive advantage analysis indicators constructed in this study, put forward the following hypothesis, as shown in Figure 2.
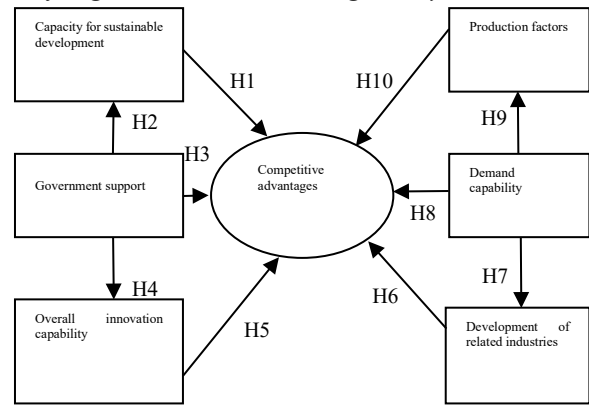
Figure.2 Cultural tourism industry competitive advantage influencing factors research hypothesis framework

H1: The ability of sustainable development has a positive impact on the competitive advantage of the cultural tourism industry;

H2: Government support has a positive impact on the relationship between the ability of sustainable development;

H3: Government support has a positive impact on the competitive advantage of the cultural tourism industry;

H4: Government support has a positive impact on the relationship between the overall innovation capability;

H5: The overall innovation ability has a positive impact on the competitive advantage of the cultural tourism industry;

H6: The development of related industries has a positive impact on the competitive advantage of the cultural tourism industry;

H7: Demand ability has positively related to the development of related industries;

H8: Demand capacity has a positive impact on the competitive advantage of the cultural tourism industry;

H9: demand capability positively affects the factor of production;

H10: Production factors have a positive impact on the competitive advantage of the cultural tourism industry.

Data collection and collation were carried out according to the indicators of the influencing factors of the competitive advantages of the cultural tourism industry established in Table 2. The data comes from the 93 sets of basic data describing the basic situation of the cultural tourism industry in China's provinces and autonomous regions (including municipalities) in the 2016-2018 China Statistical Yearbook and the 2016-2018 Chinese Cultural Relics Statistical Yearbook. Based on the above-mentioned discriminant analysis results of the three provinces of China's cultural tourism industry development status, according to the above research hypothesis, the data of the specific provinces including Class A, Class B and Class C are separately counted to verify whether the research hypothesis is established.. Therefore, the establishment of a three-category regional cultural tourism industry competitive advantage formation mechanism differentiation model.

Latent Variable Reliability Analysis

Reliability test aspects including internal consistency reliability and synthetic reliability. Internal consistency

reliability, usually used as a measure of $Cronbach'\alpha$, generally require α value greater than 0.7 (some scholars believe to be greater than 0.6), the present study used in the 3 models in the 7 latent variables have α value of more than 0.7 (C group α value although competitive advantages less than 0.7 but also reached a basic requirement). Synthetic reliability, usually CR coefficient as a measure, is generally require more than 0.7.

$$CR = \frac{\left(\Sigma_{h=1}^{p_j} \lambda_{jh}\right)^2}{\left(\Sigma_{h=1}^{p_j} \lambda_{jh}\right)^2 + \Sigma_{h=1}^{p_j} \theta_{jh}} \tag{7}$$

Among them, λ_{jh} for j latent variables in the h significant variables load, θ_{jh} for j latent variables in the h variables measurement error. This paper uses the 7 latent variables of α are up to the standard. Specific numerical. The specific values are shown in Table 3.1 and 3.2

Table.3.1 Reliability analysis of latent variable cronbach'a coefficient

Variable reliability	Group	Competitive advantages	Capacity for sustainable development	Demand capability	Overall innovation capability
$Cronbach'\alpha$	A	0.856	0.865	0.872	0.824
	B	0.846	0.797	0.789	0.842
	C	0.633	0.721	0.731	0.714
CR	A	0.846	0.742	0.854	0.642
	B	0.775	0.793	0.888	0.901
	C	0.832	0.882	0.913	0.743

Table.3.2 Reliability analysis of latent variable cronbach'a coefficient

Variable reliability	Group	Production factors	Government support	Development of related industries
$Cronbach'\alpha$	A	0.835	0.842	0.761
	B	0.875	0.862	0.881
	C	0.833	0.845	0.912
CR	A	0.921	0.746	0.841
	B	0.973	0.803	0.796
	C	0.914	0.841	0.931

Discriminant Validity And Convergent Validity Test
Discriminant validity, degree of difference judge an idea from another. The absolute value of correlation coefficient using the square root of comparison of AVE with other latent variables: if greater than relationship, indicates that the discriminant validity, i.e. there is obvious difference between the numerical variables, as shown in Table 4.1 and Table 4.2. As can be seen, the numerical diagonal were square root AVE variables, are greater than the correlation coefficient between the diagonal of the variables with other variables, which shows the discriminant validity between concept.

Table.4.1 Discriminant validity of latent variables

Discrimination concept	Group	Competitiveness	Capacity for sustainable development	Demand capability	Overall Innovation capability
Competitiveness	A	0.884			
	B	0.873			
	C	0.854			
Capacity for sustainable development	A	0.721	0.902		
	B	0.751	0792		
	C	0.665	0.849		
Demand capability	A	0.664	0.664	0.809	
	B	0.831	0.659	0.749	
	C	0.732	0.742	0.665	
Overall Innovation capability	A	0.893	0.645	0.646	0.615
	B	0.751	0.762	0.912	0.698
	C	0.742	0.693	0.884	0.782
Production factors	A	0.765	0.745	0.872	0.619
	B	0.876	0.682	0.784	0.770
	C	0.756	0.898	0.783	0.729
Government support	A	0.904	0.842	0.608	0.734
	B	0.783	0.244	0.618	0.809
	C	0.802	0.871	0.772	0.778
Development of related industries	A	0.683	0.852	0.780	0.652
	B	0.664	0.644	0.664	0.661
	C	0.781	0.745	0.654	0.774

Table.4.2 Discriminant validity of latent variables

Discrimination concept	Group	Production factors	Government support	Development of related industries
Production factors	A	0.657		

	B	0.781		
	C	0.758		
	A	0.646	0.842	
Government support	B	0.794	0.534	
	C	0.872	0.766	
Development of related industries	A	0.384	0.547	0.759
	B	0.603	0.529	0.734
	C	0.659	0.624	0.855

Convergent validity AVE value. FORNELL and other scholars have pointed out, the critical value of AVE value is 0.5. In this paper, PLS-SEM was also given the latent variables of AVE values, As show in Table 5.1 and 5.2.

$$AVE_j = \frac{\Sigma_{h=1}^{pj} \lambda_{jh}^2}{\Sigma_{h=1}^{pj} \lambda_{jh}^2 + \Sigma_{h=1}^{pj} \theta_{jh}^2} \quad (8)$$

Among them, λ_{jh} for j latent variables in the h significant variables load, θ_{jh} for j latent variables in the h variables measurement error. Can be found from table 5.1 and table 5.2, all 7 latent variables, the values of AVE were greater than 0.5, AVE C group cultural tourism industry competitive advantage of the minimum value reached 0.711, proved the existence of convergent validity.

Table.5.1 Latent variable convergent validity analysis table

Convergent validity	Group	Competitive advantages	Capacity for sustainable development	Demand capability	Overall innovation capability
AVE	ABC	0.751	0.867	0.755	0.789
		0.906	0.794	0.752	0.691
		0.711	0.762	0.897	0.753

Table.5.2 Latent variable convergent validity analysis table

Variable reliability	Group	Production factors	Government support	Development of related industries
AVE	ABC	0.853	0.712	0.851
		0.783	0.744	0.892
		0.796	0.691	0.642

Data Analysis And Hypothesis Validation

This paper mainly uses the Bootstrap algorithm with VISUAL-PLS software for empirical test. PLS mainly through the Rsq (R^2) to verify the model fitting degree and explanation, can be reflected in latent variables and exogenous latent variables explaining, and the prediction ability of the model, the interpretation of meaning and the traditional regression analysis R^2 in the same.

According to the research hypothesis, build path diagram between the various influence factors of A group B group and C group , on the basis of this, according to T statistics in the 0.05 level to reach the 1.96 requirements, select the path effect of a high degree of reliability, respectively, set up three regional model of the formation mechanism of regional cultural tourism industry competitive advantage, specific see figure 3, figure 4 and figure 5.

According to figure 3 it can see clearly, in the eastern part of the A group as the representative, formation mechanism model of competitive advantage of cultural tourism industry, there are 7 research hypotheses have been confirmed, assume that H2, H4, H9 were not confirmed.

According to figure 4 it can be clearly seen that the B group in the central as the representative, the formation mechanism of competitive advantage of cultural tourism, there are 8 research hypothesis has been verified, assume that H4 and H9 were not confirmed.

According to figure 5 it can be clearly seen that the C group to the West as the representative, the formation mechanism of competitive advantage of cultural tourism, there are 9 research hypothesis has been verified, only on the assumption that H9 has not been verified.

Fig.3 A group formation mechanism of path graph

Fig.4 B group formation mechanism of path graph

Fig.5 C group formation mechanism of path graph

4.THE CONCLUSIONS AND SUGGESTIONS

Through the above theoretical exploration and empirical research, we can find that the formation mechanism of China's cultural tourism industry's competitive advantage has both the same reasons and its own characteristics. According to the actual situation of each region, the following conclusions and development suggestions can be basically obtained:

The Research Conclusion

In the group A model represented by eastern China, sustainability capacity (0.227), innovation capability (0.212), demand capacity (0.185), related industry development (0.164), production factors (0.117), and government support (0.095) The six latent variables have a direct impact on the development of the competitive advantage of the cultural tourism industry from strong to weak. In addition, the demand capacity (0.201) also indirectly affects the development of the competitive advantage of the cultural tourism industry through the development of related industries. Among them, the comprehensive impact effect of the three potential variables of sustainable development, innovation and demand capacity is as high as 0.655, which shows that the capital and technology advantages of eastern China are very obvious, and it is suitable for the development of "creative" cultural tourism industry.

In the model B model represented by central China, production factors (0.244), innovation capability (0.209), sustainable development capacity (0.181), demand capacity (0.129), government support (0.125), and related industry development (0.112) The six latent variables have a direct impact on the development of the competitive advantage of the cultural tourism industry from strong to weak. In addition, the government support (0.105) and demand capacity (0.366) also have an influential effect on the development of the competitive advantage of the cultural tourism industry through the sustainable development capability and related industry development. Among them, it is worth noting that the direct impact of production factors on the competitive advantage of the cultural tourism industry has almost reached 25% of the total impact effect, which fully shows that the cultural tourism resources in the central region are rich, but the investment in capital and technology is relatively east. It is still insufficient to say that from the perspective of long-term development planning, the central region of China is more suitable for the development of the "resources and creative combination" cultural tourism industry.

In the C group model represented by western China, government support (0.259), production factors (0.191), related industry development (0.177), sustainable development capacity (0.137), innovation capability (0.119), and demand capacity (0.117) The six latent variables have a direct impact on the development of the competitive advantage of the cultural tourism industry from strong to weak. In addition, the government support (0.396, 0.391) also indirectly affects the development of the competitive advantage of the cultural tourism industry through the capacity of sustainable development and innovation; the demand capacity (0.202) also indirectly affects the competitive advantage of the cultural tourism industry through the development of related industries. The development has an impact effect. Among them, it can be found that in the comprehensive influence effect of the competitive advantage of the entire cultural tourism industry, the government support has accounted for 0.359, which exceeding 1/3 of the overall impact effect. This also verifies the existing situation in the west from the side: the development of the regional cultural tourism industry mainly depends on the government's key support and cultivation. Although cultural tourism resources in western China are abundant, compared with the eastern and central regions, capital and technology are seriously scarce. Looking at the current statistics, China's western region is more suitable for the development of a "government-led" cultural tourism industry.

Development Proposals

On the basis of maintaining the overall strength of the cultural tourism industry, the eastern part of China should optimize the industrial structure, enhance industrial quality, encourage industrial innovation, further enhance the ability of industrial growth, and achieve leap-forward development. In terms of the development of the industry, we should make full use of the unique geographical advantages and conditions of the eastern coastal areas, take cultural tourism as the forerunner, strengthen the integration of cultural tourism and science and technology, take the road of high-end cultural tourism industry development, and focus on the development of cartoon characters sightseeing tourism, creative design and exhibition tourism. Digital media interactive tourism, such as the emerging cultural tourism industry with better growth, strong industrial penetration and high added value.

Central China should actively take advantage of infrastructure improvement, developed manufacturing and leading education and scientific research, participate in the research and development and manufacturing of cultural tourism industry, focus on cultivating innovative talents, improve the innovation ability and tax contribution capacity of the cultural tourism industry, and develop cultural tourism resources. Combine with the "creative" elements to realize the connection between traditional cultural tourism and high-tech, improve the ability to transform tourism resources into cultural tourism capital with high value-added, and produce cultural tourism products with both cultural tourism value and market value. Realize the value-added of cultural

tourism resources. In addition, the central provinces of China can learn from the experience of developing cultural tourism industry in Hunan Province, fully explore the spillover effects of the cultural tourism industry, and improve the development level of the cultural tourism industry.

Due to the relatively backward development of economy and market in western China, the government should promote the establishment and development of cultural tourism industry and form a government-led cultural tourism industry development model. The government-led cultural tourism industry requires the government to support the development of the cultural tourism industry in terms of capital, technology, talents, policies and markets, and to introduce a series of preferential policies such as land, taxation, professional senior talent introduction and financial support as soon as possible; Improve the government's guidance and regulation level, make full use of the unique cultural tourism resources in the western region, strengthen the integration of cultural tourism resources, develop cultural tourism resources with outstanding regional characteristics and market demand potential, and form cultural tourism based on cultural tourism resources as soon as possible. Industry chain

The development of cultural tourism industry in the three major regions of China is mutual communication and complement each other. The Chinese government should, in accordance with the principles of complementary advantages, resource sharing, and development, according to the advantages and disadvantages of each region, enhance the competitive advantage of the cultural tourism industry in various regions of China through rational distribution, gradient development, and key development, and promote China's various Coordinated development of regional cultural tourism industry.

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Exploration of the Training Path of Higher Vocational Skilled Talents Based on the Tacit Knowledge Acquisition from the Innovative Perspective

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Abstract: Innovative education is a new field of educational practice with broad prospects. Innovative ability is the top priority in this field, and it is a concentrated expression of the quality of innovative education. The dissemination of explicit knowledge in innovative education is difficult to meet the urgent requirements of college students to improve their innovative ability, and the transfer of tacit knowledge is an important link in the transmission of technical skills in higher vocational colleges. The transfer of skill-based tacit knowledge is acquired unconsciously through a large amount of experience accumulation in a certain type of specific environment, and it is the grasp of specific tasks. In view of the importance of tacit knowledge in the process of forming innovation ability, the research starts with the reconstruction of tacit knowledge into the professional curriculum system and the establishment of in-depth school-enterprise partnerships with tacit knowledge to improve the curriculum teaching system, including the transfer of tacit knowledge. The transfer method is an effective method to form innovative ability and realize the effective transmission of tacit knowledge. At the same time, actively build a modern apprenticeship mechanism guaranteed by a series of systems, actively explore the establishment of innovative incentives and evaluation mechanisms, environment, etc., to stimulate innovative subjective initiative, and cultivate talents with tacit knowledge, hoping to become innovative talents in vocational colleges training provides theoretical research and practical guidance reference.

Keywords: Higher Vocational Education; Tacit Knowledge; Innovation Ability; Knowledge Transfer; Path

1.INTRODUCTION

In recent years, in the context of the current downward pressure on the economy, the gradual acceleration of economic restructuring, and the tense employment situation, the proposal of "innovation and entrepreneurship" has attracted great attention from all walks of life. The national, provincial and municipal governments encourage more social entities to devote themselves to innovation and entrepreneurship.

At present, domestic colleges and universities have carried out a series of innovative education and practice, actively exploring to cultivate the enthusiasm and ability of college students' innovative activities, in order to obtain the knowledge necessary for the innovation process. Among them, knowledge can be divided into explicit and implicit. The former refers to knowledge that can be structured and expressed with diagrams, mathematical formulas, and written words. Tacit knowledge is implicit in each knowledge subject. It is essentially a kind of comprehension. It is a kind of understanding, grasping experience and reorganizing experience and skills. It is difficult to accurately express with words and language. It is an important part of knowledge experience. Part is an important basis for forming ability. Among them, tacit knowledge is very important for the cultivation of people's innovation and entrepreneurial ability. To explore and develop professional ability from the perspective of tacit knowledge, especially the methods and methods of cultivating innovation ability, to carry out "double innovation ability" based on the integration of industry and education. Training has a pivotal meaning.

College students' innovation and entrepreneurship education has a long way to go in Chinese universities and colleges. As a whole nationwide, innovation and entrepreneurship education has been steadily improved, and colleges and universities regard innovation and entrepreneurship teaching reform as a breakthrough point in the reform. How to form a scientifically advanced and widely recognized innovation and entrepreneurship education concept has become a difficult point in the current higher education reform. But the shortcomings of low systemization and insufficient depth need to be further deepened to support the academic research of "double innovation teaching". More importantly, during the implementation of innovation and entrepreneurship education, the effective teaching methods of higher vocational colleges, the construction of double-qualified teachers, the teaching facilities based on the combination of work and study, the construction of campus culture with a corporate atmosphere, and the research direction of corporate needs, majors and curriculum construction, etc., all have a certain distance from the innovation and entrepreneurship education demanded by the current

society. Therefore, the promotion of innovation and entrepreneurship education in higher vocational colleges, based on the educational characteristics of higher vocational education, and the actual learning ability and situation of students, determines its innovative model, environment and conditions, and innovative foundation conditions, which are similar to those of ordinary colleges. It is different to determine the direction of higher vocational innovation and entrepreneurship education, which has also become a major problem for colleges and universities.

In the context of the current downward pressure on the economy, the gradual acceleration of economic restructuring, and the tense employment situation, the proposal of "innovation and entrepreneurship" has attracted great attention from all sectors of society. The research focuses on promoting the "innovation and entrepreneurship" educational activities of colleges and universities, realizes the improvement and innovation of traditional education in my country's higher education schools in a short period of time, accelerates the realization of the goal of structural transformation of the Chinese economy, relieves employment pressure, and cultivates innovation among college students spirit and entrepreneurial ability, to realize one's life dreams, and help accelerate the transformation of my country's economy.

At present, most domestic colleges and universities have carried out a series of innovative education activities and practices. Training students' vocational ability is an important content of vocational education. The quality of student employment and innovation depends to a large extent on the effect of vocational ability training. Innovative education is an important way to improve students' professional ability and employment competitiveness.

Through "double innovation" education, it is an important goal of higher education to fully and actively cultivate the all-round quality and ability of college students, and the cultivation of the innovative ability is an important goal of innovative education. How to cultivate students' innovative ability has become an important content and research hotspot of college innovation education. Tacit knowledge in knowledge plays an important role in cultivating innovation and entrepreneurial ability. At present, domestic colleges and universities have carried out a large number of innovation and entrepreneurship education activities through a series of policy guidance and support to improve students' innovation, entrepreneurial ability and enthusiasm. Based on the background of the integration of production and education, it is worth studying how to cultivate innovation and entrepreneurial ability from the acquisition of tacit knowledge.

This research studied the relationship between college students' innovation and entrepreneurship and industrial transformation, and ease employment, and studied the effectiveness and deficiencies of college students' innovation and entrepreneurship in a targeted manner. It is useful for improving the theoretical research on innovation and entrepreneurship education, scientifically formulating college students' innovation and entrepreneurship support policies, and improving higher education. It is of great significance to provide the basis for the relevant countermeasures of the innovation and entrepreneurship education ability, and to enhance the scientific and operability of the research results. This research focuses on exploring possible strategies to improve the effectiveness of innovative education in universities from the perspective of innovative education.

2. THE MEANING AND CHARACTERISTICS OF TACIT KNOWLEDGE

For the study of tacit knowledge, in the 1950s, British physicist and thinker Polanyi first proposed tacit knowledge in "The Study of Humans". It is more accurate and generally agreed that the American psychologist Robert J. Sternberg explained the concept and extension of tacit knowledge from a psychological perspective, pointing out that tacit knowledge aims to guide behavior: the acquisition of tacit knowledge must rely on the actor practicing and procedural, it embodies the accumulation of personal experience, the ability to learn and practice, and promotes the individual's pursuit and achievement of goals. Sternberg has extracted three outstanding characteristics of tacit knowledge: it is obtained through practical experience and subjective experience, is action-oriented, and has a strong procedural nature, which is its connotative value for individual development.

Michael Polanyi proposed that knowledge can be divided into two types: explicit and implicit. What can be defined and expressed as "knowledge" is explained by mathematical formulas, written words and various diagrams. Explicit knowledge can not only be expressed in a variety of famous quotes and symbols, but in addition to the most typical language, it also covers various symbol forms, such as braille, semaphore, sign language, and the aforementioned design diagrams, mathematical formulas, etc. According to Polanyi's comment, explicit knowledge is knowledge that may be systematically explained by the public with a certain code system.

The other is that knowledge that we know but hard to describe has not yet been made explicit. It is essentially an ability to understand, which is the ability to master and reorganize experience subjectively, hoping to achieve intellectual control over it, that is, implicit sexual knowledge. At the level of skills, these include informal skills, skills and techniques that cannot be directly described, secrets and experiences. Indeed, tacit knowledge is difficult to express accurately, lacks logical explanatory nature, cannot be represented by concrete expressions or formulas such as graphics, tables, words, language, symbols, and it cannot be transmitted through formal forms. This knowledge has a strong situational nature and is always closely related to a specific situation. It depends on the existence of a specific situation. It is mainly obtained through people's body senses or intuitions and comprehensions. It is the dissemination of knowledge in specific tasks and situations. And to obtain the overall grasp, it is not obtained through logical reasoning. Tacit knowledge is accidental, random, and

difficult to capture, but once acquired, it is not easily affected by the environment. The construction of tacit knowledge needs to be carried out in a subtle way, which is an incidental to the cognitive subject in practice. Although it often lacks logical structure, it is the individual's internal cognition that integrates and complements each other to achieve completeness and unity.

The ultimate goal of knowledge transfer is the absorption, digestion and re-innovation of knowledge, which is a process of digestion, absorption, innovation and re-reorganization. The successful transfer of tacit knowledge is also a process in which tacit knowledge is transmitted by the sender, absorbed, digested, integrated into its own knowledge system by the receiver, and applied. Its transmission and teaching is a process by which the holder explicitly presents it through a set of targeted methods, and reproduces the application of the target knowledge in a fixed situation mode, so as to convey the target knowledge and be accepted.

3. PATH DESIGN AND DISCUSSION BASED ON TACIT KNOWLEDGE OF COLLEGE STUDENTS' INNOVATIVE ABILITY

At this stage, there is a serious imbalance between supply and demand in the demand for corporate talents and the training of talents in higher vocational colleges. With the background of the Central Economic Work Conference clearly putting forward the need to actively promote the supply-side reform, we should correctly understand the professional ability, especially the capacity building of innovation ability. Focusing on the research of university innovation education and the innovation ability of university students, how to design the transmission of tacit knowledge to the innovation ability of university students is a key issue worth discussing.

(1) Restructure the professional curriculum system and strengthen the integration of tacit knowledge.

The professional ability shown in the actual professional work process is the integration of a series of knowledge and skills, methods and attitudes, emotions and values. The acquisition of these abilities is closely related to the curriculum teaching and practical training in the school classroom, so special attention should be paid to the construction of the curriculum system. The core of its construction is to build a complete and innovative curriculum system with diverse courses.

However, the current practice of most colleges is to increase relevant explicit courses to improve operational skills, collaboration skills, and problem-solving skills. It ignores the important role of indirect and implicit courses. Hidden courses play a subtle role in learners' knowledge, norms or attitudes, and they are especially important for learners. Hidden courses cannot be reflected in the teaching plan. Only through practical activities, students can effectively perceive, collect, memorize and understand useful knowledge and receive the information infiltration carried by the educational environment.

Therefore, in the construction process, it is necessary to fully understand the hidden education function of hidden courses for students, and pay attention to the coordinated development of explicit courses and hidden courses. At the same time, professional teachers should pay special attention to the development and use of hidden courses. The ideas, skills, experience, and even some indescribable knowledge of course design should be materialized in teaching materials, emphasizing the practicality of teaching materials, and connecting enterprises and industries. Eliminate obsolete, outdated and persistent old textbooks, and update textbooks in a timely manner, so that the main purpose is to cultivate students' hidden abilities.

The construction of an innovative curriculum system should take into consideration the students' willingness to accept and the level of cognitive development, and the content and methods should not be divorced from reality. It is necessary to fully respect the status of students as the main body of innovation, so that students can truly master the ability to solve innovative problems and career transfer. Special attention should be paid to cultivating the comprehensive expression ability of vocational students, so that vocational students have strong technical ability to engage in the profession during the employment process, and they also need generalists in the workplace competition.

(2) Build a deep school-enterprise cooperative relationship with tacit knowledge.

The school should pay attention to providing an innovative environment and atmosphere for college students, and pay attention to the existence of tacit knowledge in the process of cooperation. Only in the actual school-enterprise cooperation, the cross integration of the two environments of the school and the enterprise, can there be a large amount of tacit knowledge in the details of the integration. Both parties create a real atmosphere of innovation, minimize the gap between theory and practice, and make theory have the soil for practice. At the same time, the company's information, manpower, capital, equipment and site resources can be used to alleviate the shortage of school resources.

Under the background of the integration of industry and education and the in-depth cooperation between schools and enterprises, we explore experiential learning. In the process of professional curriculum learning, we can understand and master the core professional abilities that penetrate the process. How to effectively find and collect hidden information and hidden factors when working in an enterprise. Through experiential learning, students can experience and understand the process of knowledge generation and digestion, and they can be subtly acquired.

(3) Equipped with a series of system construction guarantees.

Schools should pay attention to the construction of operating mechanism, curriculum system, and modern apprenticeship management of master-apprentice pairing, so as to provide guarantee for the realization of modern apprenticeship-based high-end talents with tacit knowledge. Tacit knowledge is a kind of skills and know-how that cannot be passed on through meticulous expression and writing, and it is also difficult to teach it in a regular way. Because of its lack of regularity, the best

way to pass it is through mentorship. It can only transfer skills and unique skills through the way of masters and apprentices. Subtly accept the guidance of the instructor, and the ability will gradually and steadily improve. During this period, they will naturally learn and master the skills and tricks. Many instructors and masters are not necessarily familiar with them. These skills and tricks can only be turned into their own use through non-critical imitating, always focusing on example and teaching, supplemented by words.

(4) The mode of tacit knowledge transfer under the tutor system, strengthen practical teaching, and realize the relative appreciation of tacit knowledge.

Since tacit knowledge contains uncertainties that cannot be expressed in a continuous and standardized way, it is difficult and complicated to obtain tacit knowledge. The key way to acquire tacit knowledge is "learning by doing and learning by doing", mainly by personal participation. With regard to practice, it should realize "work-oriented learning process, learning-oriented work process, and integration of internship, graduation design and employment".

In the process of leading apprentices, the master transfers tacit knowledge under the mode of master-teaching, embeds the accumulated experience, which is difficult to express in words, language and mathematical formulas into personal behavior, and teaches tacit knowledge. The master constantly improves and stores knowledge in the long-term process of solving practical problems. The "teacher-to-apprentice model" integrates communication, observation, imitation and experience, and is the best way to transfer tacit knowledge.

In the process of passing on the tacit knowledge of the mentorship system, only when the transferred knowledge is passed on, and assist the apprentice to learn, absorb and internalize it into their own performance. Through the imitation of the tacit knowledge of the master, the knowledge structure is supplemented and improved, and the work efficiency and technical level are significantly improved. Due to the concealment of tacit knowledge, to prevent the damage of knowledge during the transfer process, the completeness, accuracy, and availability of knowledge may appear, and the knowledge is not fully understood and absorbed by the recipient and transferred completely.

(5) Set up innovation incentive and evaluation mechanisms to create an atmosphere of innovation.

Factors of external environmental measures seriously affect the process of tacit knowledge transfer. Universities and enterprises provide college students with participation in innovative extracurricular practice activities and innovation funds, and college students perfect and enhance their tacit knowledge in practice. Setting innovation awards, conducting creative and innovative thinking theme training for some college students, and encouraging good college students to innovate cases, will create an atmosphere of innovation, so that college students understand the environment of innovation policies and the environment of the times, and gradually stimulate the willingness and ability to transfer,

to achieve the educational goals of hidden courses, and play a role in promoting.

(6) Possible problems in the transmission of tacit knowledge.

Attenuation and distortion analysis of tacit knowledge transfer. In the process of transferring tacit knowledge, it may cause knowledge attenuation, partial loss, or even loss of knowledge, which is mainly reflected in the damage to the integrity and accuracy of knowledge, causing knowledge damage, and then may cause knowledge distortion. And as the number of transfers increases, knowledge attenuation will occur, and the amount of tacit knowledge will decrease, until it may cause a far cry from the original knowledge.

Discussion on the matching degree between the two parties of tacit knowledge transfer. The differences in knowledge structure, cognitive abilities and thinking styles, and environmental differences between the transfer parties are all important factors affecting the transfer of tacit knowledge. Therefore, the selection of master and apprentice is very important, emphasizing a suitable teacher-student relationship. Apprentices and masters have to adapt for a certain period of time in the early stage, and then make two-way choices after they have gained mutual familiarity and understanding in learning ability, points of interest, personality, etc. to determine a formal master-disciple relationship.

The creation of tacit knowledge transfer environment. The transmission of tacit knowledge is inseparable from specific contexts. During the learning process, students are allowed to learn, contact and perceive tacit knowledge in practice, and place themselves in specific contexts. They can adopt the company's expressions, wear, work standards. In the process of training, standardization enables the campus to deeply integrate with the enterprise and to experience professionalism. After the students have penetrated into the production situation of the enterprise, they use the craftsman spirit and behavior of the master as a reference, thereby forming an identification with the master's professional norms, subtly, so as to clarify the learning purpose, method and motivation, and learn to explore and adjust by themselves. At the same time, in the process of teaching apprentices, the students' psychological dynamics are monitored in time, and they are provided with judgment, guidance, service, and timely feedback and modification of the guidance plan.

4. CONCLUSIONS

The acquisition of tacit knowledge is the key to college students' innovative ability and guarantee the quality of college students' training. Taking "the acquisition of tacit knowledge" as the starting point, explore the content of tacit knowledge in the innovation ability. Try to appropriately revise the current teaching plan and content, formulate a teaching implementation plan and syllabus adapted to engineering education and innovation education, and increase the interest in innovation and the purpose of talent training. Study the introduction of tacit knowledge acquisition as an important means of innovative education at the stage of university study, and

the promotion of tacit knowledge and innovative education. Through the formulation of relevant policies and systems for the cultivation of innovative talents, the standardization and institutionalization of innovative education, and the formation of related incentive mechanisms. Through the analysis of social needs, the deep integration of schools and enterprises, and the analysis of the problems of the university's innovative education system based on tacit knowledge, we can truly "integrate majors into industry" and serve the reform of the talent training model of higher vocational colleges.

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Research on the Legal Issues of Drinking Water Source Protection in China under the New Situation--An Empirical Study in Guangdong Province

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Abstract: Drinking water source is the foundation of people's livelihood and protection of drinking water source is the essential way to improve people's living standards. This paper makes a comparative analysis on the current situation of the relevant laws and regulations on drinking water protection in Guangdong Province. Water resources protection is an important part of environmental protection. Sustainable development is an important guiding ideology in environmental protection law. To explore the legislative status of water resources protection, we can find some deficiencies in the legislation. This paper tries to explore the legislative improvement of water resources protection under the guidance of the concept of sustainable development.

Keywords: Drinking water source; Environmental protection law; Local regulations; New situation

1. INTRODUCTION

Since the reform and opening up, with the rapid development of social economy, the problem of water pollution has become increasingly prominent, even affecting the quality of people's daily life. Providing safe drinking water resources has gradually become a security problem facing all countries in the world [1-2]. In order to ensure the safety of drinking water, the key point is the protection of drinking water source. It is understood that the government's public information shows that only 20% of the qualified drinking water sources in key cities exist, and there are various problems in the rest. The problem of rural drinking water is more prominent. Due to insufficient attention, poor sanitary conditions and poor safety and health concept, the protection of drinking water sources in rural areas has not been paid high attention for a long time. This makes nearly 300 million rural residents in China can not drink qualified drinking water. This is a great challenge to the health of rural residents.

The protection of drinking water source is closely related to the life safety of every citizen. The safety of drinking water source directly affects the health of people. Therefore, to ensure that every citizen can drink healthy and high-quality water has become one of the important issues of environmental protection. Due to the development of economic globalization, the worldwide crisis of drinking water resources is becoming more and more serious, and people's life and health are facing a serious threat. People begin to focus on the efficient management and protection of drinking water resources.

2. PROBLEMS OF DRINKING WATER SOURCE PROTECTION IN GUANGDONG PROVINCE

2.1 Imperfect legislation

Legal liability system can ensure the smooth implementation and implementation of legislation, because legal liability is the final prevention and control bottom line, so it is necessary and the most effective way to protect the safety of drinking water sources through legal means. At present, the deterrence on the investigation of illegal liability for drinking water pollution is relatively weak. There is a lack of severe sanctions for the repeated illegal acts of some enterprises, which makes the stealing and sewage discharge act rampant, which is becoming more and more serious. However, most of the punishment measures are mainly civil liability and administrative responsibility, and it is not common to investigate the criminal responsibility of the person responsible [3]. The punishment for harmful behaviors of drinking water source safety is relatively weak, which not only makes the protection of drinking water in China difficult, but also appears to be very important for the safety of drinking water. As for how to stipulate the corresponding legal responsibility, legislators should always adhere to the principle of fairness, formulate relatively strict laws and regulations, and severely punish the offenders, so that they can not obtain any benefits from the illegal acts. In addition, they should also increase the punishment of those responsible for the behavior of damaging drinking water safety, so as to form a red line in their hearts that they dare not overstep Publicity related cases can also play a warning and educational role for others.

In Guangdong Province, the legal research on the protection of water resources is relatively early, and some aspects have achieved very good results, but the laws and regulations are still scattered in some local laws and regulations or government regulations. The water pollution problem is changing with each passing day, and different pollution problems will appear in each stage. Therefore, some laws and regulations formulated in the past do not conform to the current protection Conform to the development of society and the progress of science and technology to develop and improve. In Guangdong Province, the existing laws closely related to the protection of drinking water are often found in local

protection regulations. Due to time, they have been unable to solve the problem of pollution and protection of drinking water sources in China. Social existence determines social consciousness [4]. With the development of economy, people pay more and more attention to the ecological environment and the safety of drinking water sources, which inevitably makes the obsolete legislation lag behind the actual needs. Since the new revision of the environmental protection law, not only the punishment of environmental violations has been increased, but also the provisions of environmental public interest litigation have been added. However, the environmental protection laws and regulations of our province have not been updated in time with the new environmental protection law.

2.2 Insufficient enforcement

The life of law lies in its implementation. Only the enforcement of the law can achieve the effect of effective governance. Law enforcement is an important means to safeguard the law. Law enforcement can urge all sectors of the society to take the initiative to protect the environment. As a solid defender of environmental protection, law enforcement subjects must first act. For example, environmental protection departments must take strict law enforcement measures to safeguard environmental safety. However, in practice, the author found that Guangdong Environmental Protection Department and relevant departments did not strictly investigate and deal with the phenomenon of drinking water pollution. Especially in order to promote economic development, there are many omissions in the inspection of rural township enterprises. The environmental protection department is not strict in the management of its private and underground discharge of sewage. Sometimes, in order to cope with the higher authorities' inspection, they will strictly investigate for a period of time, but after that, they still illegally discharge pollutants. The basic reason lies in the local protectionism and the official standard thought. Generally speaking, the township enterprises with large amount of sewage discharge have better economic benefits and can hand over more taxes to the local finance. For the sake of high tax revenue and the achievements of individual leaders, the local government connives at the enterprises with high pollution and high emission. In exchange for economy at the expense of local environment, the phenomenon of illegal discharge of sewage will be intensified. In addition, the environmental protection department does not supervise the construction approval, enterprise pollution and sewage treatment. According to the low level of construction, there are a large number of repetitive projects. Construction projects with imperfect procedures are still under construction. The key pollution problems in some areas are still difficult to eradicate, and even some enterprises have never been dealt with. The common root cause of these problems is the weak enforcement of law by environmental protection departments. There are many law enforcement subjects in China, such as government departments, environmental protection departments, etc. However, they seldom contact with each other. They have not established a common law enforcement mechanism for interactive environmental protection, and there is a phenomenon of mutual exclusion. Therefore, law enforcement departments should refine and clarify their rights and responsibilities, and strengthen administrative supervision.

It is stipulated in the environmental protection law of China that the people's governments at or above the county level shall be responsible for the management of the water quality within their jurisdiction. However, a large number of water bodies have been damaged and water sources have been polluted in an endless stream, and the people's production and living water safety can not be effectively guaranteed. In the final analysis, it is the government's inaction or insufficient attention to environmental protection.

2.3 The system of public participation is not perfect

Public participation refers to the full participation of the public. In the process of the development and utilization of natural resources, we can obtain the information of the public, and participate in the management and supervision of affairs in a certain form. Therefore, it is suggested that the system of public participation in decision-making should be set up in the special legislation of drinking water source protection. First of all, China's constitution stipulates the principle that natural resources belong to the whole people. It is the right of the public to supervise the protection and utilization of drinking water sources and to participate in the management of drinking water sources. The safety of drinking water is closely related to everyone. The public has the right to know and should actively participate in the construction and protection of drinking water source protection areas. For example: many generations of residents living around drinking water sources have developed feelings and attachment psychology to the water sources, so carrying out the protection activities of drinking water sources will certainly have an impact on the lives of these residents. How can we minimize the negative effects? The best way is to actively listen to the opinions of local residents and understand their needs when making relevant decisions. But actually speaking, there is no place for the public in the planning, management, protection and supervision of drinking water sources. Therefore, when dealing with the conflict between the protection of drinking water source and the interests of residents, we should first give full respect to the local residents, recognize their status as masters, and make the residents and management departments of the reserve become partners. In addition, the legislators legislate from the theoretical, macro and principled dimensions. But the public is from the actual, their own aspects to consider, then the two will inevitably have different understanding. Therefore, the isolated legislation from a certain perspective can not effectively protect drinking water sources, and their interests can not reach a balance. However, in terms of legislation, the public often has no right to speak, and laws and

regulations are made by legislators. Therefore, it is necessary to increase the participation of the masses.

3. PERFECTING THE LEGAL SYSTEM OF DRINKING WATER SOURCE PROTECTION IN GUANGDONG PROVINCE

3.1 Improving the compensation mechanism of ecological protection in water source areas

In 2005, the "decision" of the State Council put forward "improving the ecological compensation policy and establishing the ecological compensation mechanism". So as to promote social equity with environmental compensation. Promote social harmony with ecological balance. Therefore, the local government should establish and improve the ecological compensation system of drinking water source protection zone in combination with the actual situation. While ensuring the sustainable development of local economy, the scope of ecological compensation should be determined reasonably, and the corresponding safeguard measures should be taken by setting up special compensation fund. The main application scope of the special compensation fund should be specified in the corresponding laws and regulations to prevent the abuse of the special compensation fund. Its main application scope should be limited to the ecological and infrastructure construction of drinking water source protection areas and the related industrial facilities construction and environmental education expenditure. By improving the basic living conditions of people in the drinking water source protection area, the contradiction between the local economic society and the resources and environment can be coordinated and balanced development can be achieved.

3.2 Clarify legal responsibility

Due to the imperfection of the relevant provisions on legal liability in the current laws and regulations, the relevant provisions in the legal system of drinking water source protection can not be well implemented in the specific actual situation. The civil, administrative and criminal liability means should be reasonably used in the specific law making, so that the three can cooperate with each other, and the implementation effect of the law can be guaranteed through the punishment methods of these three different liabilities means. Among them, the civil liability is mainly due to the acts of some illegal elements damaging and polluting the local drinking water protection facilities, and these behaviors have caused the property loss of the state, the collective or the individual to a certain extent. In fact, this kind of behavior is tort, so as long as it infringes on the legitimate environmental rights and interests of others, it should bear the corresponding responsibility. In the process of implementing specific laws and regulations, we should pay attention to the legal obligation and civil liability of the violator, which should be based on the damage consequence caused by the tort. At the same time, we should adhere to the principle of no fault liability, that is, when the illegal act has the consequences of drinking water pollution, no matter whether the violator has subjective fault or not, the groups and individuals who have suffered damage due to drinking water pollution have the right to claim compensation according to law. At the same time, because of the sustainability and repetition of illegal environmental and resource activities, the punishment of illegal pollutant discharge enterprises can not be solved by one-time punishment. In addition, the pollutant discharge behavior of pollutant discharge enterprises is also continuous, and it is accumulated over time that causes environmental damage. Therefore, drawing lessons from the punishment measures of "penalty by day" in foreign countries, the amount of fine should be calculated according to the fact that the excessive discharge of pollutants constitutes an independent illegal act.

The administrative responsibility in the law of drinking water source protection refers to the responsibility that the subject of administrative legal relationship should bear because of violating the legal norms of drinking water source protection or failing to perform the relevant administrative obligations, or carrying out some kind of behavior prohibited by the environmental law which has not yet constituted a crime. For the provisions on administrative responsibility in relevant laws and regulations, it is necessary to specify the scope of responsibilities and obligations of relevant water resources administrative departments, as well as the corresponding administrative penalties, while regulating the corresponding illegal acts and responsibilities. However, in the actual implementation of the current law, there are still some problems in the implementation of administrative punishment decisions, which makes it difficult to implement the protection of drinking water sources. Therefore, to a certain extent, the relevant administrative law enforcement departments have the power of enforcement under specific circumstances. When there is a violation of relevant laws and regulations, it can be directly enforced. In terms of criminal responsibility, according to the provisions of the "legislative law", penalties can only be formulated by the National People's Congress and its Standing Committee, and local laws and regulations must set up provisions concerning criminal responsibility within the scope of criminal law. Most of the crimes related to drinking water in Guangdong Province are due to the pursuit of economic benefits and neglect of environmental protection, thus paying extra environmental costs. At the same time, it needs to pay a great price to control environmental pollution. This phenomenon has caused serious damage to the local ecological environment and natural environment, and also affected the use of drinking water of local residents to a certain extent. Therefore, from the concept of sustainable development, we should severely punish and investigate the corresponding criminal responsibility for this kind of behavior that causes serious environmental pollution. We can't just use the way of fine to simply punish. Because of the strict punishment to the crime of drinking water source, we should give strict punishment and severe punishment to the actors (including natural persons, units and other organizations) who pollute the drinking water source. We should completely correct the

misconceptions held by the perpetrator. For example, once the environmental protection problem appears, it can be solved simply by means of cross penalty. Only in this way can we really implement the protection of drinking water sources.

3.3 Strengthen law enforcement

The rights and obligations of government administrative departments are equivalent when they carry out environmental law enforcement tasks. If the subject of administrative law enforcement does not perform the legal obligations or violates the legal norms, it must bear negative legal consequences or responsibilities according to law. The so-called administrative responsibility of environment and resources has the following characteristics: punitive, compensatory and diverse (the subject of accountability is diverse, not limited to the judiciary, but also to the superior). In the aspect of environmental responsibility, we should separate administrative enterprises. That is, the government supervises and manages the environmental quality problems within its jurisdiction, and guides, adjusts and supervises the illegal enterprises according to law. As an independent civil subject (legal person), enterprises enjoy their legal rights and undertake legal obligations. At the same time of carrying out production and operation activities, environmental obligations (responsibilities) must be unconditionally undertaken. The government must not be responsible for the immediate damage to the environment. Secondly, the government should also use the means of economic mediation to encourage units and individuals to actively fulfill their environmental protection obligations. For example, in terms of tax, environmental protection enterprises are given tax relief. On the contrary, the high pollution enterprises should increase the environmental tax and increase the cost of environmental violations. Finally, we should strengthen the supervision and management of pollution discharge and environmental resources development and utilization projects. Publicizing and educating relevant environmental responsible persons to establish environmental protection consciousness and strive to realize sustainable development.

4. CONCLUSION

The safety of drinking water source is related to the stability and development of society, and directly related to the life safety of everyone. The increasingly serious problem of drinking water source pollution makes us realize the importance of water source safety. In order to build a well-off society and improve people's living standards, we must take strict protection measures for drinking water sources and control them from the source.

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Research on the Development of Farmers' Professional Cooperatives Based on Efficiency Improvement

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Abstract: In this paper, the DEA model is used to measure the overall technical efficiency, pure technical efficiency, and scale efficiency of farmers' professional cooperatives in 30 provinces in China from 2013-2018, and analyze how the overall efficiency of farmers' professional cooperatives in each region is affected by pure technical efficiency and scale efficiency. Also, the paper analyzes the provincial differences and trends of the Malmquist efficiency index and its decomposition index for farmers' professional cooperatives. The results shows: the overall business efficiency of farmers' professional cooperatives in China showed an upward trend from 2013-2018; technological advances in farmers' professional cooperatives play a major role in improving overall efficiency, followed by the level of business management and resource efficiency. In terms of spatial distribution, the changes in the operating efficiency of farmers' professional cooperatives vary greatly by province, and the growth in efficiency is as follows: western region, eastern region, northeastern region, and central region in descending order.
Keywords: Farmers' Professional Cooperative; DEA-Malmquist Index; Operating efficiency

1.INTRODUCTION

Farmers' professional cooperatives are spontaneously formed and democratically managed mutual aid economic organizations on the basis of family management. They are an effective vehicle for realizing the organic connection between small farmers and modern agriculture. Currently, China has entered a critical period of high-quality development. It is the development stage of the 14th Five-year Plan. This provides a good development opportunity for farmers' professional cooperatives. In this new stage of development, it is important to grasp the big trends. We must take the interests of the people as the starting point and end of all work. And then realize the high-quality development of farmers' professional cooperatives. At present, scholars have conducted in-depth research on the operating efficiency of farmers' professional cooperatives. Ariyaratne[1] used the data envelopment analysis method to obtain the relevant efficiency values of the American marketing and buying cooperatives for 4 years, and found that the scale efficiency is the highest. Hailu[2] used the stochastic frontier model to conduct

research on Canadian fruit and vegetable marketing cooperatives, and found that the cost efficiency of marketing cooperatives is relatively low. Huang Zuhui [3] used the Bootstrap model to measure the operating efficiency and influencing factors of the farmers' professional cooperatives in Zhejiang Province. The conclusion shows that the main reason for the low average efficiency of farmers' professional cooperatives is the low pure technical efficiency. Zhang Dahai [4] used the Malmquist productivity index analysis method to analyze the overall changes and sub-regional changes in the operating efficiency of Guangdong Supply and Marketing Cooperatives in 2009 and 2010. Through analysis, he came to the conclusion: After the reform, the operating efficiency of the supply and marketing cooperatives of prefectures and cities has fallen and shows a trend of differentiated development.

Looking at the current literature on the operating efficiency of farmers' professional cooperatives, most of them only focus on a certain province or region without analyzing all provinces in China. Therefore, based on the existing research results, this paper analyzes the provincial difference of Malmquist efficiency index and its decomposition index of farmers' professional cooperatives.

2.RESEARCH METHODS AND DATA SOURCES

2.1 DEA-MALMQUIST MODEL CONSTRUCTION

Compared with the production frontier, Data Envelopment Analysis method has advantages in handling the effectiveness evaluation of multiple inputs and multiple outputs. Therefore, this article intends to use the DEA-BBC model to statically analyze the operating efficiency of farmers' professional cooperatives, the expression is:

$$\begin{cases} \min[\theta - \varepsilon(\sum_{i=1}^{m} s_i^{-} + \sum_{r=1}^{n} s_r^{+})] \\ \sum_{j=1}^{I} x_{ij}\lambda_j + s_i^{-} = \theta x_{ik} \\ \sum_{j=1}^{I} x_{rj}\lambda_j - s_r^{+} = y_{rk} \qquad (1) \\ \sum_{j=1}^{I} \lambda_j = 1 \\ \lambda_j, s_i^{-}, s_r^{+} \geq 0, j = 1,2,\cdots,n \end{cases}$$

In the above formula: Assume that the BCC model has multiple decision-making units. Among them, x_{ij} is the i-th input amount of a certain decision-making unit j, $x_{ij} \geq 0$. y_{rj} is the r-th output amount of a certain decision unit j, $y_{rj} \geq 0$. θ is the target planning value, λ_j is the planning

decision variable. ε is a non-Archimedean infinitesimal quantity, s_i^-, s_r^+ are slack variables. If $\theta=1$, $s_i^-=0$, $s_r^+=0$, the decision-making unit DEA is valid; if $\theta<1$, DMU is DEA invalid; if $\theta=1$, and $s^- \neq 0$ or $s^+ \neq 0$, DMU is weakly valid.

The Malmquist index method is widely used to measure changes in productivity. This article uses this index to dynamically analyze changes in the operating efficiency of farmer cooperatives in various regions. The expression is:

$$M(x^{t+1},y^{t+1},x^t,y^t) = \left[\frac{D^t(x^{t+1},y^{t+1})}{D^t(x^t,y^t)} \times \frac{D^t(x^{t+1},y^{t+1})}{D^{t+1}(x^t,y^t)}\right] \quad (2)$$

$$Effch = \frac{D^t(x^{t+1},y^{t+1})}{D^t(x^t,y^t)} \quad (3)$$

$$Tech = \left[\frac{D^t(x^{t+1},y^{t+1})}{D^{t+1}(x^{t+1},y^{t+1})} \times \frac{D^t(x^t,y^t)}{D^{t+1}(x^t,y^t)}\right]^{\frac{1}{2}} \quad (4)$$

$$Tfpch = Effch \times Tech = (Pech \times Sech) \times Tech \quad (5)$$

Among them, (x^t,y^t) represents the input and output vectors in t period, (x^{t+1},y^{t+1}) represents the input and output vectors in the t+1 period. When M>1, it indicates that the efficiency is increased; if M<1, it indicates that the efficiency is reduced.

2.2 INDICATOR SELECTION AND DATA SOURCES

Based on the operating status of China's farmer professional cooperatives, and taking into account the availability and effectiveness of data, this article measures and analyzes the input and output data of farmer cooperatives in 30 provinces in China from 2013 to 2018. The data comes from the *Annual Report on Rural Management Statistics of China* and *China Rural Statistical Yearbook*.

This article refers to the research results of many scholars. In order to avoid the risk of multicollinearity, three input indicators and one output indicator are determined to be used. Select capital, labor and other inputs as input indicators. Among them, capital input is reflected by the net value of fixed assets (RMB 100 Million Yuan). The labor input is reflected by the number, that is the number of members of the farmers' professional cooperative. Use the total value of agricultural production inputs purchased by cooperatives to organize the purchase of agricultural represent other inputs (RMB 10 thousand yuan). Select the operating income of the farmers' professional cooperatives as the output (ten thousand yuan).

Table 1. Input-output indicator system of farmers' professional cooperatives

Criterion layer	Index layer
Investment index	net value of fixed assets
	Number of members of farmers' professional cooperatives
	The total value of agricultural production inputs purchased by cooperatives
Output indicators	Operating income of farmers' professional cooperatives

3. MEASUREMENT AND ANALYSIS OF OPERATING EFFICIENCY OF FARMERS' PROFESSIONAL COOPERATIVES

3.1 STATIC ANALYSIS OF DEA-BBC MODEL

Table 2. Operating efficiency values of farmers' professional cooperatives in 30 provinces in 2013 and 2018

Province	2013				2018			
	Overall efficiency	Technical efficiency	Scale efficiency	Return to scale	Overall efficiency	Technical efficiency	Scale efficiency	Return to scale
Beijing	1	1	1	-	1	1	1	-
Tianjin	0.83	1	0.83	irs	1	1	1	-
Hebei	0.209	0.214	0.977	drs	0.438	0.535	0.818	drs
Shanxi	0.921	0.922	1	-	0.465	0.558	0.832	drs
Inner Mongonliahu	0.34	0.357	0.953	irs	0.217	0.269	0.808	drs
Liaoning	0.396	0.399	0.993	drs	0.369	0.423	0.871	drs
Jilin	0.768	0.768	0.999	irs	0.357	0.402	0.89	drs
Heilongjiang	0.251	0.381	0.66	drs	0.554	0.641	0.863	drs
Shanghai	1	1	1	-	1	1	1	-
Jiangsu	0.629	1	0.629	drs	0.679	1	0.679	drs
Zhejiang	1	1	1	-	1	1	1	-
Anhui	0.384	0.407	0.943	drs	0.563	0.932	0.604	drs
Fujian	0.38	0.38	0.999	-	0.616	0.735	0.838	drs
Jiangxi	0.588	0.589	0.998	drs	0.685	0.941	0.728	drs
Shandong	0.372	0.717	0.518	drs	0.535	1	0.535	drs
Henan	0.259	0.424	0.61	drs	0.418	0.77	0.543	drs
Hubei	0.305	0.508	0.601	drs	0.466	1	0.466	drs
Hunan	0.526	0.532	0.989	drs	0.513	0.685	0.749	drs
Guangdong	0.751	0.78	0.962	irs	0.502	0.52	0.966	drs
Guangxi	0.283	0.295	0.957	irs	0.368	0.407	0.902	drs
Hainan	0.169	0.262	0.645	irs	0.23	1	0.23	irs
Chongqing	0.739	0.742	0.996	drs	1	1	1	-
Sichuan	0.454	0.461	0.984	drs	0.588	0.849	0.692	drs
Guizhou	0.497	0.585	0.849	irs	0.129	0.188	0.688	drs
Yunnan	0.444	0.448	0.99	irs	1	1	1	-
Shaanxi	1	1	1	-	0.62	0.746	0.831	drs
Gansu	0.349	0.386	0.903	drs	0.781	0.949	0.824	drs
Qinghai	0.479	1	0.479	irs	0.432	1	0.432	irs
Ningxia	0.541	1	0.541	irs	0.433	0.443	0.976	drs
Xinjiang	0.467	0.478	0.977	irs	0.386	0.416	0.927	drs
National average	0.544	0.635	0.866		0.578	0.747	0.790	

This paper uses DEAP2.1 software to analyze the operating efficiency of the input-output indicators of 30 provinces in China in 2013 and 2018. Then get the comprehensive efficiency value, pure technical efficiency value, and scale efficiency value of the farmers' professional cooperative. The results are shown in Table 2.

It can be seen from Table 2:

(1)The overall level of development of Chinese farmer cooperatives is not high.

From the perspective of the comprehensive technical efficiency index, the operating efficiency of farmers' professional cooperatives did not reach the DEA effective in 2013 and 2018. Its operating efficiency is 0.544 and 0.578 respectively. The overall technical efficiency is on the rise, but it is still in the lower category. The reason for the low overall efficiency is the low technical efficiency. From an inter-provincial perspective, there are still certain differences in the operating efficiency of professional farmers' cooperatives in different regions. The operating efficiency of professional farmer cooperatives in Shanxi, Inner Mongolia, Liaoning, Jilin, Hunan, Guangdong, Guizhou, Shaanxi, Qinghai, Ningxia, and Xinjiang has decreased, while supply efficiency in other regions has gradually improved. In 2013, 4 regions reached the production frontier, and in 2018, 6 regions reached the production frontier. And the effective areas in the two study periods are Beijing, Shanghai and Zhejiang, accounting for 3%. It shows that the investment of farmers' professional cooperatives in a small number of areas has achieved the optimal allocation, the investment structure is reasonable, and the input and output have achieved the best results under different combinations. In 2018, six provinces including Beijing, Tianjin, Shanghai, Zhejiang, Chongqing and Yunnan were at the forefront of production, accounting for 8.54%. The pure technical efficiency and scale efficiency of the remaining provinces have varying degrees of room for improvement. The last three provinces are Guizhou, Inner Mongolia, and Hainan. These three provinces should focus on strengthening the management level of farmers' professional cooperatives, design reasonable incentive system, and expand investment to achieve the best scale. The pure technical efficiency of farmers' professional cooperatives is on the rise.

From the perspective of pure technical efficiency index, the pure technical efficiency of farmers' professional cooperatives in 2013 and 2018 was 0.635 and 0.747 respectively, and the overall trend is increasing. In 2018, the pure technical efficiency of China's farmer

professional cooperatives differed from the production frontier by 0.253. This reflects that there is more room for improvement in management. The scale efficiency of farmer professional cooperatives is higher than pure technical efficiency, which shows that management and technical level are the main factors restricting the operating efficiency of Chinese farmer cooperatives. The number of regions with effective pure technology efficiency is more than the number of regions with effective scale efficiency. In 2013 and 2018, the number of provinces with effective pure technology efficiency was 8 and 11 respectively. These provinces are more advanced in terms of management and technology, and the established input has also achieved maximum output. Low scale efficiency is the main reason for low overall efficiency, and investment scale should be adjusted to further improve scale efficiency. Inner Mongonlia, Guangxi and Guizhou have relatively low levels of pure technical efficiency. The pure technical efficiencies in 2013 were 0.357, 0.295 and 0.585 respectively. The pure technical efficiency in 2018 was 0.269, 0.407 and 0.188 respectively.This is much lower than the average level in China. It is necessary to further improve the management and technical level of farmers' professional cooperatives. In most areas,farmers' professional cooperatives have not reached the optimal scale.

It can be seen from Table 2 that the scale efficiency decreased slightly from 0.866 in 2013 to 0.790 in 2018, and only 6 regions reached the optimal scale. In 2013 and 2018, the scale efficiency was 1 in the three provinces of Beijing, Shanghai and Zhejiang, accounting for 3%. The scale efficiency values of Shandong, Henan, Hainan, and Qinghai are relatively low. It is necessary to further expand the investment in farmers' professional cooperatives to bring about a larger-scale increase in output. Except for Hainan and Qinghai which are in the stage of increasing returns to scale, cooperatives in other regions are in the stage of diminishing returns to scale. The funds in these areas have not been effectively used, and there is an obvious problem of efficiency loss. Cooperatives should pay attention to improving the direction of the use of funds.

3.2 DYNAMIC ANALYSIS OF MALMQUIST INDEX

The Malmquist index can dynamically reflect the changing trend of the operating efficiency of farmers' professional cooperatives in various regions. Therefore, DEAP2.1 software is used to analyze the operating data of farmer cooperatives in 30 provinces in China from 2013 to 2018, and then to investigate the dynamic changes and heterogeneity of total factor productivity.

Table 3. 2013-2018 Malmquist Index of Farmers' Professional Cooperatives and Its Decomposition

Years	Technical efficiency	skill improved	Pure technical efficiency	Scale efficiency	full factors production rate
2013-2014	1.070	1.004	1.103	0.970	1.074
2014-2015	1.073	0.937	1.008	1.065	1.006
2015-2016	0.837	1.282	0.893	0.937	1.073
2016-2017	0.988	0.869	1.046	0.945	0.859
2017-2018	1.129	1.108	1.087	1.039	1.251
Mean	1.014	1.030	1.025	0.990	1.045

Table 4. Malmquist index and its decomposition of farmers' professional cooperatives in various regions

Province	Technical efficiency	Skill improved	Pure technical efficiency	Scale efficiency	Full factors production rate
Beijing	1	0.962	1	1	0.962
Tianjin	1.038	0.988	1	1.038	1.025
Hebei	1.16	1.011	1.164	0.996	1.173
Shanxi	0.872	1.069	0.892	0.978	0.932
Inner Mongonlia	0.914	0.981	0.883	1.036	0.897
Liaoning	0.986	1.008	0.987	0.999	0.994
Jilin	0.858	1.021	0.865	0.992	0.876
Heilongjiang	1.171	0.997	1.197	0.978	1.168
Shanghai	1	0.996	1	1	0.996
Jiangsu	1.015	1.01	1	1.015	1.026
Zhejiang	1	0.979	1	1	0.979
Anhui	1.08	0.979	1.189	0.908	1.057
Fujian	1.101	0.979	1.089	1.012	1.078
Jiangxi	1.031	0.994	1.094	0.942	1.025
Shandong	1.075	0.965	1.175	0.915	1.038
Henan	1.101	0.955	1.229	0.895	1.052
Hubei	1.089	0.949	1.187	0.917	1.033
Hunan	0.995	1.007	1.04	0.957	1.002
Guangdong	0.923	0.975	0.91	1.014	0.9
Guangxi	1.054	1.019	1.008	1.045	1.074
Hainan	1.063	1.076	1.007	1.056	1.144
Chongqing	1.062	0.978	1.06	1.003	1.039
Sichuan	1.053	0.985	1.125	0.936	1.037
Guizhou	0.764	1.013	0.737	1.037	0.774
Yunnan	1.177	2.502	1.14	1.032	2.944
Shanxi	0.909	1.037	0.939	0.967	0.943
Gansu	1.175	0.954	1.168	1.006	1.122
Qinghai	0.98	1.069	1	0.98	1.047
Ningxia	0.956	1.015	0.93	1.029	0.971
Xinjiang	0.963	1.025	0.927	1.039	0.986
East	1.038	0.994	1.035	1.005	1.032
Central	1.028	0.992	1.105	0.933	1.01
West	0.995	1.16	0.986	1.01	1.18
Northeast	1.005	1.009	1.016	0.99	1.013
National average	1.014	1.030	1.025	0.99	1.045

Analysis of overall efficiency changes. From the Table 3 and Table 4, we can see that the average productivity index of China's farmer cooperatives from 2013 to 2018 was 1.045, and the overall trend was on the rise. In addition, the total factor productivity index during the study period was greater than 1, indicating that the operating efficiency of farmer cooperatives was steadily increasing. If we break it down, we can find that the technical efficiency has risen by 1.4% and the mean value of technological progress has risen by 3%. This shows that the technological progress of farmers' professional cooperatives plays a major role in improving overall efficiency. This reflects that although the scale of Chinese cooperatives continues to expand, there is still much room for improvement in the management level and the efficiency of resource use. On a yearly basis, the technical efficiency index from 2015 to 2016 was 0.837, and the technical progress index was 1.282. It reflects that the technological progress index has made a major contribution to the improvement of operating total factor productivity. In other time periods, the technical efficiency index has a greater impact on changes in total factor productivity. The mean value of the scale

efficiency index of China's rural infrastructure supply from 2013 to 2018 was 0.99, which was less than 1. This reflects that scale efficiency inhibits the growth of technical efficiency. It may be because the financing channels of Chinese farmer cooperatives are relatively fixed and single, or it may be because the free-riding phenomenon is more serious in the development of cooperatives.

Comparison of efficiency changes in various provinces. From Table 4, we can see that the operating productivity index of farmers' professional cooperatives in the 12 provinces of Beijing, Shanxi, Inner Mongolia, Liaoning, Jilin, Shanghai, Zhejiang, Guangdong, Guizhou, Shaanxi, Ningxia, and Xinjiang from 2013 to 2018 was less than 1. The total factor productivity index of farmers' professional cooperatives in the other 18 provinces is greater than 1. It shows that the operating efficiency of farmers' professional cooperatives in most areas of China is continuously improving and the development trend is good. In terms of growth drivers, the progress index of Beijing, Tianjin, Heilongjiang, Anhui, Fujian and other regions has decreased. The improvement of the operating efficiency of farmers' professional cooperatives mainly

comes from the improvement of technical efficiency. The increase in total factor productivity in Shanxi, Liaoning, Jilin, Hunan, Guizhou, Shaanxi and other regions is mainly due to technological progress. The technical efficiency and technological progress factors in Hebei, Jiangsu, Guangxi, Hainan, Yunnan and other regions play a synergistic role.

(3) Comparison of regional efficiency differences. For further analysis, this article divides China into four regions: East, Central, West, and Northeast. It can be seen from Table 4 that the average total factor productivity index of the farmer cooperatives in the eastern, central, western, and northeastern regions was 1.032, 1.010, 1.180, 1.013 in 2013-2018. The growth in efficiency is as follows: western region, eastern region, northeastern region, and central region in descending order. Although the operating efficiency of farmers' professional cooperatives in various regions fluctuates up and down in different years, there is an overall upward trend. The operating efficiency of farmers' professional cooperatives in the western region has increased rapidly. This is mainly due to rapid technological progress. However, the values of technical efficiency and pure technical efficiency are both lower than 1. Therefore, it is necessary to strengthen the management ability of farmers' professional cooperatives and accelerate the growth of pure technical efficiency. The technology scale efficiency value of the northeastern region is lower than 1, showing a downward trend. The construction of professional farmer cooperatives should be accelerated, and investment and financing channels should be expanded to accelerate the improvement of scale efficiency. Technological progress in the eastern region is showing a downward trend. Cooperatives need to accelerate their technological level. The operating efficiency of farmers' specialized cooperatives in the central region has grown the slowest, and the efficiency of technological progress and scale efficiency are both lower than 1. This shows that technological progress and scale efficiency are the main factors restricting the operating efficiency of farmers' professional cooperatives. We should vigorously speed up the construction of farmers' professional cooperatives in the central region, and at the same time, pay attention to the improvement of technical standards. In addition, it can be seen that the development level of regional cooperatives with better economic development is poor, while the development of regional cooperatives with weaker economic development is relatively better. In regard, the local government should gather regional advantages and integrate resources. Strive to achieve higher quality, more efficient and more sustainable development of cooperatives.

4.CONCLUSIONS AND RECOMMENDATIONS
4.1 CONCLUSIONS
Through an empirical study on the operating efficiency of farmer cooperatives in 30 provinces in China from 2013 to 2018, the following conclusions are drawn:
Based on the calculation of the DEA model, it can be seen that the overall efficiency of farmer professional cooperatives did not reach the DEA effective in 2013 and 2018. The operating efficiency of farmers' professional cooperatives varies greatly in different provinces. There are varying degrees of room for improvement in pure technical efficiency and scale efficiency in most provinces. We should strive to improve the management and operation level of farmers' professional cooperatives. Cooperatives need to design a reasonable incentive system and expand investment to achieve the best scale. Based on the dynamic analysis of the Malmquist index, it can be seen that the average value of the operating efficiency and productivity index of Chinese farmer cooperatives was 1.045 from 2013 to 2018. It shows that the overall operating efficiency is on the rise. Technological advances in farmers' professional cooperatives play a major role in improving overall efficiency, followed by the level of business management and resource efficiency. In terms of spatial distribution, the changes in the operating efficiency of farmers' professional cooperatives vary greatly by province, and the growth in efficiency is as follows: western region, eastern region, northeastern region, and central region in descending order. All regions should take targeted and effective measures according to the constraints.

4.2 RECOMMENDATIONS
At present, the overall efficiency of farmers' professional cooperatives is low, and the operating efficiency of farmers' professional cooperatives in different provinces is quite different. All regions should take effective measures in a targeted manner based on constraints. At the same time, cooperatives should focus on improving their management and operational levels, design a reasonable incentive system, and expand investment to achieve the best scale.

Cooperatives should improve the use of funds. The study found that 98.80% of cooperatives are in the stage of diminishing returns to scale, the funds are not used effectively, and there is an obvious problem of efficiency loss. Farmers' professional cooperatives should pay attention to improving the direction of the use of funds and cannot blindly expand their scale. It should integrate existing cooperative resources and avoid waste of resources. It is necessary to guide farmers' professional cooperatives to develop local characteristic industries according to local conditions. Cooperatives should introduce advanced equipment, enhance the processing capacity of agricultural products, increase the added value of agricultural products, and promote the development of national agricultural industrialization.

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Construction and Exploration of Computer Curriculum System for Mathematics Major in the Information Environment

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Abstract: At present, with the rapid development of information technology, more convenient and more channels of knowledge acquisition have impacted on classroom teaching and personnel training in universities. Computer courses are an important part of the training for mathematics professionals and curriculum system. Constructing a computer course system oriented to the cultivation of quality, knowledge and ability, and improving students' computer application level and information literacy are the important basis for realizing their market competitiveness. Aiming at serving the development of regional economy and combining with the actual situation of colleges and universities, through years of exploration and practice, this paper puts forward the basic framework for the construction of computer course system of mathematics specialty, which provides a reference for application-oriented undergraduate colleges and universities.
Keywords: Informa ionization; Mathematics major; Curriculum system; Talent Training

1. INTRODUCTION

Nowadays, informationization has become the key force in reconstructing the platform of human political, economic and cultural activities, which has a decisive impact on human economic and social organizations and activities.[1] The Outline of the National Medium and Long Term Education Reform and Development Plan (2010-2020) clearly states that Information technology has revolutionary impact on education development, and we must attach great importance to it. Without informationization, there will be no modernization. Without informationization of education, there will be no modernization of education. Promoting education informationization is of great significance for realizing China's educational modernization and running education satisfactory to the people.[2].

In the process of informationization and industrialization in China, a large number of talents are needed. They need not only research-oriented talents who discover knowledge and explore objective laws, but also application-oriented talents who directly create benefits for society by using professional knowledge and objective laws in actual production.[3] Among them, the local ordinary undergraduate colleges and universities are mainly responsible for the training of applied talents.

Mathematics majors mainly train high-level professionals who master the basic theories and methods of mathematics and can engage in teaching, research or production management in education, science, technology and economy. Heilongjiang University of Science and Technology is the only university featuring mining engineering in Heilongjiang Province, Jilin Province and even Inner Mongolia. It is also the characteristic application-oriented undergraduate university that Heilongjiang Province focused on during the 12th Five-Year Plan. Mathematics and Applied Mathematics is one of the few science majors in our school. Since 2003, it has enrolled students, and has trained more than 300 undergraduate graduates for our country. Mathematics has been approved as the key major in Heilongjiang Province in 2012 and it has become one of the10 key majors in our university. In mathematics specialty, computer courses constitute an important curriculum module, which occupies a very large proportion in the professional curriculum system. It is the main content of cultivating students' computer skills and information level, and it support the cultivation of applied talents of mathematics specialty. Therefore, the construction of a scientific and reasonable computer curriculum system with the times is one of the core contents of the curriculum system construction of mathematics specialty, and it is also an important manifestation of the characteristics of training mathematics professionals. Combining with the three educational concepts of big moral education, big project and big practice, aiming at cultivating applied talents with thick foundation, wide caliber and strong ability, and according to the teaching practice and exploration for many years, this paper puts forward a basic model for the design of computer course system of mathematics specialty in local undergraduate colleges and universities, and realistically establishes a distinctive feature that can serve the development of regional economy. The professional curriculum system with reasonable structure, integration and coordination plays an important role in the professional construction of other applied undergraduate colleges and universities.

2. TRAINING APPLIED TALENTS OF MATHEMATICS MAJOR

Talents training mode is the quality, knowledge, ability structure and the way to realize this structure constructed by schools for students. It fundamentally defines the characteristics of talents and centrally embodies educational ideas and concepts. [3] Pan Maoyuan has pointed out that application-oriented undergraduate

education mainly trains high-level compound talents who apply engineering principles to social practice or apply technology principles to production practice. The purpose of talent training is to meet the requirements of high-tech application, intelligent control and management. [4] Based on the great demand of the society for mathematics talents, our school's mathematics specialty aims to cultivate applied talents with outstanding mathematical ability and skilled use of mathematical tools to solve the problems encountered in scientific research and production practice. According to the requirement of teaching service-oriented university and combining with the orientation of the school, we have established a one-specialty, two-direction and three-wing training mode for mathematics professionals through teaching practice of many years, as shown in Fig. 1. It maintains the strong foundation of mathematics science, while reflecting the characteristics of professional platform, wide caliber and multi-direction training, and enables students to do their best in their respective posts after graduation, so as to realize the adaptation of personnel training and social needs.
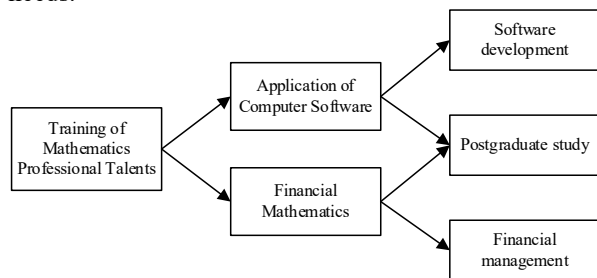
Fig. 1. Talent Training Model of One-specialty, Two-direction and Three-wing

3. DIRECTION OF COMPUTER SOFTWARE APPLICATION FOR MATHEMATICS MAJOR

With the prosperity and development of information industry and financial securities market in China, the demand for computer application and financial management talents is constantly increasing. Therefore, guided by market needs, on the basis of full investigation and repeated demonstration, the training program for mathematics majors in our university has set two directions: computer software application and financial mathematics, which are popular in employment, and changed the training mode of theoretical education in the past. The direction of computer software application cultivates basic knowledge in mathematics and computer field, ability of solving practical problems in engineering with mathematical theory and computer technology, and strong software development ability. From the point of view of social demand, computer talents need two basic qualities, one is innovation, the other is application. [5] The direction of computer software application is characterized by the combination of science and engineering, relying on computer technology and focusing on the intersection of basic mathematical theory and computer software application. The aim is to train applied talents with rigorous mathematical thinking, computer software application and mathematical modeling ability. After exercise of four years, they either engage in software development, web design and other work in the IT industry, or continue to engage in scientific research by pursuing postgraduate degree.

4. COMPUTER COURSE SYSTEM FOR MATHEMATICS MAJOR

Course system refers to all courses that need to be studied in a certain professional direction. The setting of curriculum system in different countries and schools is not entirely consistent, and it has the characteristics of their own schools. However, in the same kind of specialty in the same country, the curriculum setting is similar to each other.[6] The curriculum system is a concrete framework reflecting the talent training mode and teaching mode. [7] The construction of curriculum system is the basis of realizing the training goal and the guarantee of improving students' ability. [8-9]

4.1 REQUIREMENTS OF CURRICULUM DESIGN

The construction of curriculum system is an important content of teaching research and the key to achieving the goal of personnel training. [10-11]. To cultivate applied innovative talents, we need to build an applied curriculum system that fully reflects social needs and meets local and industrial requirements for talents. In order to build an applied curriculum system, we must pay attention to basic theory teaching, broaden students' professional knowledge, attach great importance to practical teaching links, strengthen the integration of basic theory teaching and practical application, and improve students' ability to solve practical problems through practical projects. The construction of mathematics curriculum system in applied undergraduate colleges must be based on the principles of scientificity, practicality and dynamism, adhere to the orientation of foundation first, main focus, outstanding characteristics, and conform to the actual and applied talents training objectives of local undergraduate colleges. On the basis of fully considering many factors such as teaching rules, students' knowledge structure, students' growth and ability improvement, this paper puts forward the basic requirements of computer course design for mathematics majors, as shown in Tab. 1.

Tab. 1. Basic requirements for curriculum system design

	Basic Requirements
1	Cultivating Students' Engineering Awareness and Basic Knowledge of Professional Education
2	Reflecting the Characteristics of Theory and Practice in Mathematics Major
3	Reflecting the characteristics of education in the information age and to enable students to have knowledge for future development
4	Cultivating the spirit of innovation and practical ability, and improving the humanistic and scientific quality

4.2 BASIC FRAMEWORK OF CURRICULUM SYSTEM

The demand of society for mathematics professionals determines the goal of talent training. The goal of talent training determines the professional teaching requirements. The teaching requirements promote the hierarchical structure of mathematics curriculum. The knowledge module in the hierarchical structure decides to set up courses and construct a curriculum system oriented to quality, knowledge and ability training. In general, we

must optimize the curriculum system, refine the teaching content, broaden the professional foundation, strengthen teaching practice, pay special attention to the cultivation of comprehensive quality, and form a pattern of profound basic courses and new direction courses. We should further deepen the reform of experimental courses, strengthen practical ability and enhance professional characteristics. Encouraging students to take part in computer vocational skills examination and mathematical modeling competition to improve their practical work ability. [12] According to the requirements of professional development and application-oriented personnel training, the education of computer courses for mathematics majors is divided into four levels: public foundation, compulsory direction, selective direction and professional development courses, as shown in Figure 2. We should carefully analyze the position and role of each layer structure in personnel training, select teaching content according to social needs, pay attention to the real-time and scientific nature of content, and improve the comprehensive degree of curriculum.
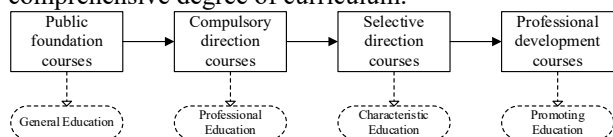
Fig. 2. Basic framework of curriculum system

4.3 KNOWLEDGE MODULE OF CURRICULUM SYSTEM

According to the goal and requirement of training mathematics professionals, the computer course system can be divided into six modules.

(1) Computer basic knowledge module: to enable students to grasp the basic knowledge of computer and the methods and skills of common tools and software, and to have the skilled operation ability of practical documentation, office and communications using computer.

(2) Computer hardware and software knowledge module: to enable students to understand the basic status of computer software development, to autonomously learn the use of common systems and application software, to master the basic structure of computer hardware system, to assemble and maintain computer hardware, and to have the practical operation ability of practical software and hardware maintenance.

(3) Computer programming knowledge module: to enable students to understand the mainstream programming language and development status in the computer industry, to actively learn the use of common programming languages through computer networks or libraries, and to have the practical operation ability and extended learning ability of the current mainstream programming language in the IT industry.

(4) Knowledge module of software development and design: to enable students to master the basic processes and methods of software and system development, to use the principles and methods of software engineering to develop and design small software and system, and to integrate the knowledge of programming into the development and design process.

(5) Knowledge module of information management: to enable students to understand basic theoretical knowledge of database, to master basic knowledge and methods of information management and database management software, to effectively manage information through relevant tools such as computers and databases, and to understand the development trends of information management in time.

(6) Computer application knowledge module: to enable students to grasp the basic theoretical knowledge in the field of computer science and technology and the basic methods of programming tools and software and to understand the future development trend of the major tasks computer science faces in different application directions. Through further self-learning and practice, we can explore and study the related application directions.

4.4 COURSE SETTING OF COURSE SYSTEM

According to the principles of setting up the hierarchical structure of the curriculum system and the characteristics of knowledge of each course, all computer courses that mathematics majors have learned are classified in the light of the knowledge modules. The corresponding curriculum groups and the types of hierarchical structure are shown in Table 2.

Tab. 2. Corresponding Relations among Courses, Knowledge Modules and Hierarchical Structure

Knowledge module	Curriculum group	Curriculum level
Computer Basis	Computer Culture, Introduction to Computer Systems, Computer Programming, Discrete Mathematics, Stochastic Processes	Public Basic Courses
Computer Hardware and Software	Numeric Computing, Operating System, Compiling Principle, Principle of Computer Composition, Computer Organization and System Structure	
Computer Programming	High-level programming, MATLAB, SPSS, Java Programming, Python Programming, Data Structure	Directional Compulsory Courses
Software Development and Design	Operational Research, Software Engineering, Software System Development, Database Principle and Application, Network Development, Web Page Design	
Information Management	Computer Network, Information Retrieval, Information Analysis and Prediction, Multivariate Statistical Analysis, Modern Information Processing, Mathematical Modeling	Directional Elective Courses
Computer Application	Computer Vision, Digital Image Processing, Electronic Commerce, Numerical Solution of Partial Differential Equations, Large Data Computing, Machine Learning, Decision Support System	Professional Development Courses

6. CONCLUSIONS

The training of mathematics professionals in applied undergraduate colleges is a gradual process, aiming at serving regional economic development, taking specialty construction as the basis, combining with the actual situation of colleges and universities, through many years of exploration and practice, the basic framework of the construction of computer course system of mathematics specialty in the information age is put forward. We have carefully analyzed the position and role of each course in personnel training, selected teaching content according to social needs, paid attention to the basic, systematic and advanced nature of knowledge content, constructed a computer course system oriented to quality, knowledge and ability training, and improved the level of students' computer management and application. The construction of computer course system for mathematics majors in colleges and universities is a topic worthy of discussion. Therefore, it is necessary to explore and practice for a long time in order to cultivate high-level talents that meet the needs of the society.

ACKNOWLEDGMENT

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The Construction of Education Network System for Life Safety First Aid in Physical Education

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Abstract: In this study, the life safety first aid education system based on the WEB-based physical education curriculum was developed, and the teaching mode of life safety first aid class was constructed. To cultivate college students' existence consciousness, survival ability and living attitude, setting up scientific values, understanding the safe hidden trouble and avoiding method and safety escape comprehensive ability play a positive role.
Key words: Life safety first; Education network system; Development teaching design

1. COLLEGE STUDENTS LIFE SAFETY OF THE FIRST AID EDUCATION TEACHING NETWORK SYSTEM CONSTRUCTION.

Social development continues to raise new topics in the field of education. For this reason, the nation has proposed to carry out education on the awareness and ability of students for safe self-care, and has designated the Monday of the last week of March of each year as "Student Safety Day". Schools are required to have their own safety education code.

First aid education for life safety is a process that requires educators to teach through words and deeds. Only through personal experience and skill training can the educate reduce panic and deal with the danger correctly when a disaster comes. To avoid injury to the safety of life. Throughout the current restriction life safety emergency education problems, On the one hand, the resources of life safety first aid education are very scarce. In recent years, some schools have tried to develop network and multimedia educational resources to implement life safety first aid education. However, from the educational resources developed at present, the system has less function, and is mainly suitable for primary school students and less for similar projects for college students. On the other hand, with the development and utilization of network resources, the quality and effect of learning in the network environment has become the bottleneck of the sustainable development of modern network education. E-learning urgently calls for new educational thought and new educational theory guidance. As a new learning theory, situational learning theory emphasizes the dynamic interaction process between knowledge and situation, effectively promotes the full play of students' subjectivity, conforms to the requirements of network learning, and shows its broad application prospects. Therefore, how to effectively promote the construction of life safety first aid education system and teaching reform under the guidance of situational learning theory is an important subject worth exploring.

1.1 design principles of life safety first aid network teaching system based on situational learning theory. Network teaching system resources is the continuation of life safety first aid teaching and expanded, targeted learning situations, in order to make learners in different situation in different learning experience, its ultimate objective is to promote the realization of the learning objectives. Therefore, whether the situation design of education system of life safety first aid is targeted is crucial to the completion of teaching objectives. Life safety first aid education is a process that interacts with teachers or other learners through real experiences, practices and other learners. Therefore, creating interactive real situations and real activities will be conducive to the implementation of education. Life safety emergency resources for the development of network teaching system, learning is not just simply be content to simply transplanted into the network system, but should be placed on the overall and specific environment, let learners through a process of exploration and practice, to master life safety emergency education knowledge and skills. Problem situation can effectively stimulate the learners' learning interest and enthusiasm, life safety emergency education itself is to make learners in practice to improve their ability of solving problems. Therefore, the design and development of network teaching system should be built around the problem situation.

1.2 Life safety first aid education network teaching system structure.
On the basis of the development of the life safety emergency education in college and universities, determine the life safety emergency education network system based on three-layer structure of B/S mode, the first layer is the client, the second layer is the web server. The third layer is the database server.

1.3 Life safety first aid education network teaching system function module.
Life safety first aid education main contents include safety common sense, emergency risk aversion, disaster escape, emergency rescue, escape quality training and other basic contents. Around the teaching contents, collect life safety emergency education related information, the security sense, emergency actions, risk assessment, emergency disposal, disaster evacuation, emergency plan, emergency rescue and other basic information and pictures and video system, establish life safety first aid and crisis, disaster emergency basic research database.
In combination with the practice of life safety first aid and survival education, build a life safety emergency education content system, based on Windows operating

system, using ASP and virtools technology, writing scripts, development life safety emergency education system. The developed network system consists of management module, learning module, teacher module and communication module, as shown below: The management module has the functions of user management and teaching resource management. The learning module mainly includes the following contents: emergency risk aversion, disaster escape, accident, disease prevention, emergency rescue skills, survival quality and skill training. Teacher module mainly provides a teaching management and curriculum construction function for teachers. The communication module aims to provide a platform for teachers and students to communicate with each other online.

2. THE TEACHING PRACTICE OF LIFE SAFETY FIRST AID EDUCATION FOR COLLEGE STUDENTS

2.1 To determine the teaching guiding theory of life safety first aid education for college students

In order to adapt to the education goal of life safety first aid education for college students and change the traditional teaching mode, on the basis of comprehensive sociology, pedagogy, psychology and other multidisciplinary theory, the situation learning theory is selected as the guiding theory of college students' life safety first aid education, and the teaching design is carried out according to this theory.

2.2 Construct the operation mode of life safety first aid teaching for college students

Around the theme, create situations. Teachers use self-help and mutual aid simulation laboratory, simulated escape training ground and network system and other teaching resources according to the life safety first aid teaching content to create the actual match or similar situation to carry out life safety first aid teaching. Import questions and explore independently. In the introduction stage of each learning link, teachers introduce situations and problems, stimulate students' interest in exploring, guide students to actively think, let students explore the answer to the problem. Establish practice community to realize cooperative learning in competitive situation. In life safety first aid education, there are a lot of teaching content and problems can not be completed independently, which requires teachers according to the content and task of life safety first aid education, to establish a matching practice community. The community has the characteristics of aggregation, negotiation and competition. in teaching practice, cooperative learning within the community and competitive learning between communities are adopted to create a good learning situation of cooperation in competition and competition in cooperation. Evaluation of reflection, migration to improve. The teaching of life safety first aid education is based on the situational nature of real activities and tasks. In order to evaluate learners

scientifically and accurately, the evaluation is always carried through the situational teaching process, which mainly evaluates the learners' thinking mode, problem solving method and ability of applying knowledge and skills in the learning process and in the process of solving real problems. Through teaching evaluation, learners can be guided to reflect on learning gains and shortcomings, enhance their ability to solve problems in different situations, and achieve the goal of improving transfer.

3. CONCLUSION

Situational learning theory constructs a new view of learning, knowledge, teachers and evaluation, emphasizes the dynamic interaction process between knowledge and situation, pays attention to the full play of students' subjectivity, and provides methodological guidance for life safety emergency education of college students. Based on the situational learning theory, this study summarizes the design principles of life safety first aid network teaching system, develops the life safety first aid education system for college students, provides a general learning, experience and simulation training platform for life safety first aid education, and expands the learning space of life safety first aid education.

Based on the theory of situational learning as the teaching guiding principle, this paper makes an in-depth study on the development form, teaching strategy and teacher-student relationship of life safety first-aid teaching for college students, establishes the corresponding teaching situation, formulates the corresponding teaching principles and implementation strategies, and constructs the operation mode of situational teaching. The application of situational learning theory in life safety first aid teaching has a positive effect on changing the traditional teaching and learning methods, establishing a new relationship between teachers and students, and improving the learning effect.

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Introducing the "Healthy" Concept to Gen-Z Panera Bread

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Abstract: In America, Generation Z has been an influential group, while the healthy food as a kind of "slow life", the attention of people who are suffering from busy life, becoming more and more popular. Exploring the group of Gen-z to "Healthy" concept will be a trend for catering business. This essay will take Panera restaurant as an example, using new media application explore Gen-Z's preference then push "Healthy food" to their life in right way. The result will contribute on the establishment of "Health" concept marketing strategy. Also, the result will enrich the characteristic of Generation-Z as a new segment group for global marketing development.
Keywords: Healthy food; Generation Z; SWOT analysis; KPI; New media;

1. INTRODUCTION

2018 is the year where businesses will be more customer-centric, it's about reaching out to consumers by helping them get the product or service they want, when and how they want it. Nowadays it is a must for any businesses to have a loyalty program, as it is essential to be able to keep the client with the company. The results will be able to help companies drive engagement and further improve the customer's experience [1].

Online ordering is growing; most of the food companies include this type of service in their value proposition, whether to go pick it up in stores or for delivery[2]. It is a trend in which companies like Uber Eats could take advantage of this new way of ordering food and although these restaurants have delivery service, being inside Uber Eats offers them greater exposure and publicity. Another important point is that people have already lost the fear of online ordering and it is much more efficient and faster to do it through that channel, especially for young people who are digital natives.

Extending to new distribution channels will enable businesses to get their products into costumer's hands. While smaller footprint facilities like to-go and drive-through-only service will be put to the test, it will not be as widespread as the expansion of off-premise sales, and this can be considered as an alternative to opening new locations.

Furthermore, it is essential that companies communicate assertively through online channels, they should have a high response rate since being heard is what customers expect and the responses should be quick[3]. Communication channels such as Facebook or Twitter are essential links that companies have to take into account so they can listen to their customers and collect insights. Big data is a trend to find information to know more about their clients.

The world is gravitating towards healthy food. The current generation is focused on their health and well-being. Especially in Gen Z customers, they are more interested in healthy options, as the vegetarian population is growing primarily, organic food, gluten-free and vegan dishes also continues to grow. They also take into consideration in choosing their favorite brands, companies who care about the environment within their production and recycling processes [4].

Artificial intelligence and automation (machine learning) are beginning to grow in 2018, self-service kiosks will become commonplace, and brands will place a greater emphasis on the experimental use of robots in both front and back of the companies to increase efficiency in their processes[5]. Many companies are testing chatbots within their communication processes through social media with their customers. Everything should be at breakneck speed nowadays.

2.THEORETICAL BASIS

2.1 Integrated Marketing Theory

Integrated marketing is to integrate each independent marketing into a whole, produce synergy effect together, and create maximum profit for enterprises. In today's era, with economic development and social progress, enterprises use countless marketing methods[6]. Considering the situation of the fast food restaurant, our marketing should not be aimed at the majority of ordinary people, but should be aimed at a smaller number of custom-made people. As a small and micro enterprise with only three people to start a business, we should make full use of the strength, network and ability of all aspects of the fast existing to create greater value network and social media software will become the most important in the promotion and marketing of our products Platform. At the same time, the cost waste and energy waste should be minimized.

2.2. SWOT analysis

SWOT was proposed by Wei Rick, a professor of management at the University of San Francisco in the early 1980s, to analyze the strengths and weaknesses of enterprises and opportunities and threats[7]. As a result, the SWOT analysis method actually lists the internal and external conditions of an enterprise according to the matrix form. Through a series of analysis, all aspects of the conditions into various factors, and then each factor matching and linking and analyzing, so as to obtain a series of theories, these theories have become the reference basis for enterprises in decision-making[8]. SWOT analysis helps to identify areas where strengths and opportunities are high, bringing resources and actions

together.

2.3 STP Theory

STP fundamental meaning of the theory is to determine the positioning of the customer or market. The market is a complex, hierarchical and diversified demand. No enterprise can meet all the needs, so enterprises divide a large market into several sub-markets according to customer groups, different purchasing power, purchase demand and other factors. The enterprise synthesizes its own situation and company strategy, selects the suitable market from the above sub-market, as the mouth mark market. After analyzing the market, the enterprise will position the product on the customer preference, and communicate the positioning information to the consumer through the "customized" marketing strategy, so that they can pay attention to the product Card to meet customer needs.

2.4 4Ps &3Rs Theory

4Ps theory mainly includes four points: product, price, distribution and promotion.

Product: to have a unique selling point, the consumer's requirements for product functions in the first place.

Price: the price of the product should be based on different market positioning to formulate different price strategies.

Place: enterprises and consumers can be linked through distributors, enterprises can choose not to face consumers directly, should pay attention to the cultivation of dealers, to establish a good network of sales.

Promotion: enterprises change their sales behavior to stimulate consumers' desire to buy, can promote consumption growth and carry out short-term behavior, this stimulus will bring two results, Promote consumption growth and attract consumers from other brands.

Since the 1980s, people have gradually realized that loyal customers are excellent customers, and the quality of market share marked by customer loyalty has a greater impact on profits than the scale of market share. Therefore, part of the company's marketing focus can be shifted from developing new customers to how to retain customers and how to make them buy related products. By means of marketing, they can recommend the company's products to their friends and relatives, and all of them will be implemented to improve customer satisfaction and loyalty, which will produce a new marketing combination theory of 3 Rs 4Ps.

3Rs theory includes three points: customer retention, related sales and customer recommendation.

Customer Retention (Retention): Customer Retention refers to maintaining and retaining existing customers and achieving stable income by continuously and actively establishing long-term relationships with customers.

Associated sales Wei (Related Sales): old customers build confidence in the company's products, so advertising and marketing costs will be greatly reduced when new products are sold. At the same time, the old customers are not very sensitive to the price when buying the company's new products, and the profit margin of related sales Wei is often relatively high.

Customer recommendation (Referrals): refers to the old customers through the understanding and use of products and compared with other products, the company's products have a heartfelt love, and thus lead to brand loyalty to the company's products. The so-called good things to share with you, old customers will be very enthusiastic to their relatives and friends to recommend their own use or are using products, customer publicity is much better than the enterprise's own advertising credibility and effectiveness.

3. MARKET ASSESSMENT

3.1 Panera's SWOT analysis

Since the American younger generation is paying more attention to healthy lifestyle, the fast-casual restaurant becomes more popular. American fast casual is the fastest growing segment in the catering industry. In 2014 and 2015, fast-casual growth increased 13.5% and 10.4% respectively (Fast Casual Industry Analysis, 2018). In this market hub, Panera is facing fierce competition from brands such as Chipotle, Panda Express, Subway and so on.

Table 1. SWOT analysis

		EXTERNAL	
		O	T
INTERNAL	S	Healthy food philosophy Modes of ordering Strong brand image Reasonable price Lack of promotion of secondary product	Number of variety of food (Menu), possibility of confusing Reliant supply chain Short product's shelf life Undefined selling proposition
	W	Location Loyalty program Customer service (in-store) Inconsistency (interior design) Lack of advertising and promotion	Highly competitive industry Negative online comments and feedback Low response time Presentation of the products Unclear core competitive advantage

3.2 Competition analysis

The defined direct competitor is Chipotle, and Gen Z customers more prefer it than Panera[9]. Although Starbucks ranked top, it focuses on beverages; Chipotle is considered the direct competitor as it focuses on foods. Chipotle is applying tactical location strategy, which the brand's stores are getting smaller in size and more prominent in quantity. Chipotle selects prime locations such as university campuses and shopping malls, with a significant concentration of young customers, this shows the reason why more Gen Z customers in Boston area prefer Chipotle than Panera as Chipotle has more stores than Panera. However, the brand also revealed weaknesses that Panera can fulfill. For instance, the price of Chipotle is relatively considered high due to the presentation of superior quality and the menu options are not diversified regarding the number of products that they offer. These are precisely the opposite of the strengths of Panera.

3.3 Marketing goals, KPIs

This plan created with two primary goals: increasing brand awareness and increase purchase from consumers. The goals are set in three well-defined statements with actionable tactics, realistic time periods and measurable KPIs for short and long term run:

Goal Statement 1: Panera needs to launch the Menu Contest and identify store location that is viable for extension of operating hours to increase brand awareness by engagement and better meet the catering demands among Gen Z people in the next three months respectively. Panera will know they have succeeded when they see around 300,000 contestants participate and the increase of transaction/week by 10%. This KPI is assumed by 10% of a total of approximately 3 million followers on the brand's Facebook and Instagram page.

Goal Statement 2: Panera needs to launch Pick-a-Box product and make the brand visible in mobile apps like Uber Eats, Food for All and Sweatcoins. This will help to improve customers' perception and better reach customers, thereby increase purchases in the next six months. Panera will know they have succeeded when they see the increase of transaction/week by 10%.

Goal Statement 3: In the long run, Panera needs to open new stores at places where Gen Z customers often hang out based on their favorite leisure activities (Exhibit 1). This will help to better capture potential Gen Z customers in the next two years. Panera will know they have succeeded when they see the increase of transaction/week by 30%. This alternative tactic is not recommended at this time due to high investment cost; this comes as a long-term plan for the company.

3.4 Target
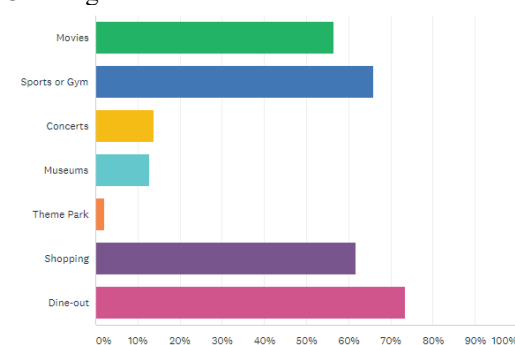
Legend: T█████s goals T████period█████ure 1. Dine out is the most favorite leisure activity of Gen Z

Target segment: The target segment that needs to be acquired through this marketing plan is Gen Z customers aged from 18 to 23. They prefer dining out as their favorite leisure activity (Figure 1) and have a concern about healthy foods.

They approach restaurants through reviews on social media. They are price sensitive and care about food presentation.

Positive Persona (Figure 2): Jeff Barnard - Jeff is a young student and an entrepreneur, with an active and healthy lifestyle, at the moment of going out he searched for options in social media apps, and he also based his decisions on referrals. He is an active social media user, usually, read the news on Facebook and Twitter, and

shares his life on Instagram. Jeff is looking forward to graduating soon from his bachelor degree and develops his business idea.
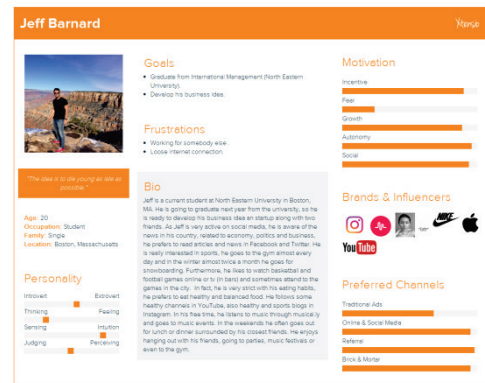
Figure 2. Positive persona

Negative Persona (Figure 3): Allison George - Allison is a young and socially active girl, from Seattle, WA. She is not a health-conscious person and is not interested in either participating in sports or watching it. She is very active on Social Media; she uses this tool to communicate with her closest friends. She quickly gets influenced by other people. She is looking forward to succeeding in her studies.
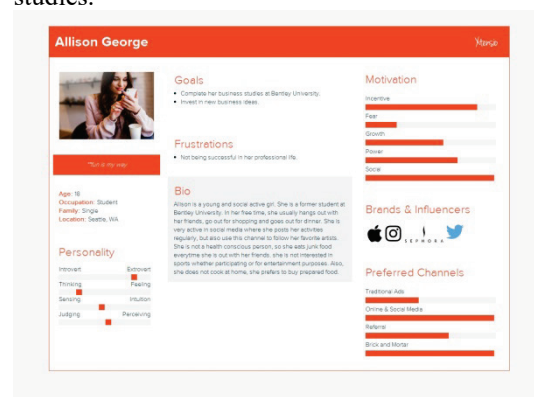
Figure 3. Negative persona

4. COMMUNICATION TOOLS

4.1 Key messages

Key messages are not only the information that is conveyed to the public but also a mechanism of influencing the target audiences. They are about what the brands want the consumers to perceive and remember. Key messages should be used as the guideline in all communication activities of a brand at many internal levels (Kent, n.d.). Companies should distinguish key messages from taglines; they are more specific and compelling that involve a wide range of employees of a company to be consistent when communicating about the brand whether conveying to the media, consulting on the products or directly interacting with customers.

Take it into account; key messages allow Panera to outline the entire activities in their marketing communication mix and focus on addressing the right issues to the right audiences. The company needs to disseminate to employees at all levels, especially the front staffs, who interact directly with customers to maintain

consistent meanings of the messages during their existence in the market. Thereby, Panera can improve their customer service in general and customer's in-store dine-in experience, which are the two being rated lowest among regular customers (Exhibit 7 and 8).

The key messages are narrowed down to three levels starting with a central overall message to support message(s) that are validated by proof point(s). After careful consideration, the team came up with a set of messages towards the purpose of focusing on Gen Z customers in the new context besides the original one. The messages are aimed to support the marketing plan's strategic structure.

4.2 Original key messages

Central overall message: Panera is the leader in fast-casual segment

Supporting message: Healthy food is the highlight of the brand

Proof point 1: The No-No list, which Panera commits not to use any artificial ingredients

Proof point 2: No trans-fat foods

Proof point 3: Inform calorie information on menu boards

4.3 Key messages to broaden Gen Z's perception of Panera brand

Central overall message: Panera is an active and innovative brand in public relations

Supporting message 1: Panera's products are rejuvenate

Proof point 1: Delight Gen Z with a brand new playful product - Pick-a-Box

Proof point 2: Leverage Gen Z's creativity with the Menu Contest

Supporting message 2: Marketing activities are more in tune with Gen Z customers

Proof point 1:Make the brand to be visible in mobile apps like UberEats, Food for All and Sweatcoins

Proof point 2: Identify store locations that are viable for extension of operating hours

4.4 Positioning statement

After identifying the target audience who is Gen Z customers and how the brand makes them perceive Panera, positioning statement allows Panera to influence customer's perception by placing the brand in the position where they have the most opportunity of capturing and protecting based on their opportunity and strength elements.

Proposed positioning statement: For Gen Z customers who need a boost for their active lifestyle day and night, Panera offers a wide range of nutritious food options that are healthy and limit excess calories. Unlike any other fast-casual restaurants, Panera emphasizes 'clean foods' by committing not to use any artificial ingredients. With regards to 'freshness,' they produce handcrafted bread daily to meet the increasing needs of clean-eating habit among young customers and 'responsive' to Gen Z's lifestyle by extending operating hours at strategic locations to better serve Gen Z customers at night.

The proposed positioning statement above may change depending on the competitive situation on the market. It may work at one point in Panera products' life cycle, but it does not mean the statement works at all other points.

When an adjustment is needed, the company should consider factors related to competitors, customers, and trends for a valid alternative statement.

4.5 Media selection

Most of Gen Z respondents look for restaurant information via social media channels, websites and mobile apps (Exhibit 2) and our marketing goal is acquiring this group of customers. As Gen Z people are those who grow up with various social media channels, based on their characteristics, marketing programs should be conducted mainly online. Besides, it is also essential to keep the current regular customers updated through the use of traditional media.

Gen Z people are surrounded by various social media platforms. They look for the fast and convenient ways to obtain information. Those forms like videos, blogs, vlogs and influencer contents that are in concise-form are likely to get the attention of Gen Z (Gen Z Media Consumption, 2017). Therefore, the best way to reach this group of customer is doing digital marketing via websites such as online articles and online forums and most-used social media channels such as YouTube, Facebook, Snapchat, and Instagram.

Traditional media tends to be more expensive; however, to achieve the best business performance, the company cannot ignore this media channel. Traditional media is still important these days and has strong competence in reaching a more extensive range of audiences (Christian, 2014). As Panera still needs to keep the current customers updated, the survey (Exhibition 2) shows that there is still a large percentage of Gen Z people who obtain information about a restaurant from TV, prints, and radio. Therefore, Panera still needs to consider conducting branding and PR activities on TV and popular newspapers and magazines.

5. EXECUTION

Menu Naming Contest – to enable the Gen Z to engage with the brand. This concept is built around the article on which Chrissy Teigen tweeted that Panera should name their Broccoli Cheddar Soup to Delicious Cream Times. The contest will encourage participation from the audience, mainly focusing on Gen. Z to enable them to engage with the brand and be able to contribute to Panera in a fun and creative way. The contest will be held every month featuring a product of Panera, which they want to rename. Secondary researched showed that Gen. Z's have an active social conscience, they are the generation who likes to give back, with this, and the rewards for this contest will be to allow them to share their contest prize either with a grandparent or a random person of their choice. This will also leverage the brand's influence for good and create a ripple effect since Gen. Z's are considered to be digital philanthropists, they use social media for good causes, and seeing this campaign as one because it enables them to share, they will then use social media to communicate this campaign.

The second tactic will be to create lunch boxes that package variety of Panera products. Panera will standardize the contents, and the package will include (a) soup, (b) salad and (c) sandwich, etc. that will come in a

"bento box" concept, which will be named Pick-a-Box. This tactic will also serve as a solution that we conducted with Gen. Z respondents that food presentation is important for them (Exhibit 4). Secondary research also suggested that Gen. Z are the most digital native generation and are active in social media, the "bento box" concept will be perceived as something that is "Instagrammable" which is also a term that was first coined by Gen. Z's. The Pick-a-Box campaign will also enable the customers to try Panera's different products.

Because they are the generation that did not live without a smartphone, Generation Z's are considered to be digital natives. It is best for Panera to be visible in apps like; UberEats, Food for All and Sweatcoins. UberEats is the food delivery platform for the ride-sharing app, Uber. Uber has established its name in the app industry, so Panera leveraging on Uber will give the brand more visibility. Food for All is a startup company whose mission is to stop food from being wasted. The concept revolves around restaurant offering deals in the Food for All app at a certain period when foods that are not anymore fresh and deliver them to the apps' users for a more reasonable price compared to their normal offerings. The startup company also states that their mission is to help the planet reduce food waste, and again this makes it attractive to the social conscious Gen. Z. Sweatcoins is an app the combines working out by walking and earning points. Our results showed that Gen. Z's favorite leisure activity is by going to the gym (Exhibit 1), which makes them concerned about their total well-being.

Sweatcoins enables the user to earn coins by walking, and the coins that they earn will then be turned into a monetary value, which they can use with Sweatcoins participating merchants. Panera can use Sweatcoins and leverage on Gen. Z's being concerned with their health. All these apps that are mentioned help in Panera's visibility regarding targeting the digital natives, which are the Gen. Z's.

Panera has to identify which locations are viable for extension of store hours as to cater Gen Z's who are mostly students who are either studying or going out to parties late at night.

6. EVALUATION

A. RISK: Because this is more a branding concern, brand engagement risk poses a threat if the marketing strategies do not work. This will, in turn, translate to the failure of acquiring Gen. Z customers and possibly losing the regular customers of Panera.

B. CONTINGENCY PLAN: Panera can also make their social media postings more attractive to Gen. Z. Since they are a generation that regards their well-being as a priority, Panera can post in their social media accounts the health benefits that relate to their products.

7. CONCLUSION

A moving story spread quickly on the Internet: Brandon Cook from Wilton, New Hampshire, went to the hospital to visit her grandmother with cancer. Grandmother told Brandon that the hospital soup was very difficult to drink, if only she could drink a bowl of clam soup made by the Panera bakery! But the problem is, the Panera bakery only sells the soup on Friday. Brandon came to the nearest Panera bakery and told the store manager Suzanne his grandmother's wishes. Forge, Suzanne not only made clams soup, but also gave an extra box of desserts as a gift.

This is a small act of kindness not enough to make headlines. But Brendan wrote it on his Facebook home page, and then Brendan's mother, Gail Cook, recounted it on the Facebook home page of the Panera bakery. Gail's behavior brought 22000 comments and 500000 fans to the Panera bakery Facebook home page. At the same time, the Panera bakery won the recognition and appreciation of customers all over the world without spending a penny advertising.

Marketers see the story as a case of social media power and virtual word-of-mouth boosting the company's reputation. But I have seen other things from so much praise -- customers, employees and all of us, and in dealing with companies, we all yearn for things other than economic relationships.

The world is being reshaped by ruthless technological advances, and compassion and intimacy are more precious, reminding us of what is precious to people.

I hope more business people can understand the truth behind this story. "What kind of businessman have we become, making small acts of kindness so rare ?" This is the real thought-provoking part of the bakery story-not Suzanne Forge's kindness in helping his sick grandmother, but the recognition and praise of it by many netizens around the world.

Encourage employees to accept new technology, value business data analysis, improve work efficiency... But all efficiency should not be at the expense of human nature. In terms of who we are, what we care about and why people accept us, small actions can have a big impact.

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On-line and Off-line Hybrid Teaching Model of Electronic Courses

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Abstract: To cultivate the students' engineering practical ability, causes the student to grasp the "see" "calculate " " selection " "adjust" skills, this paper, which is based on electronic courses, to explore a kind of online hybrid teaching mode. Use "Internet education technology, through the MOOC means such as the forerunner, classroom flip, cultivate the students' learning ability and expression ability; "Pocket" experiment platform in-class experiment, solve students' learning boring, the split between theory and practice problem of abstract. The students study effect as the focus of attention, in the teaching process using state of data acquisition, analysis and results analysis, optimize the teaching process, so that the students "will take the initiative to learn, to learn, to learn well".
Keywords: Electronic Courses; Hybrid Teaching; Internet +

1. INTRODUCTION

Electronic courses are the basic course of electrical power, computer and automation, which is very practical in engineering. Before the teaching method is still based on the teacher's classroom theory teaching, the teaching method is single, the knowledge point is relatively isolated, the student lacks the participation feeling. Because the experimental equipment is not portable, it is impossible to carry out the experiment demonstration in real time, so the students learn abstractly and difficult to understand. Although the practical courses are offered separately, there is a phenomenon of time synchronization and content fragmentation between them and theoretical teaching. In this situation, it is urgent to change the previous teaching mode and create a new teaching mode. As a result, online hybrid education way arises at the historic moment[1-4].

2. TEACHING OBJECTIVES

Under the background of electric power in our university, the series of electronic courses not only train students to master the basic theory, circuit analysis methods and experimental skills in the field of electronic technology, but also pay attention to the cultivation of students' ability to solve practical problems and engineering practice, so that students can have the "four skills ".

See: preliminary master of electronic components identification and circuit identification, from the concept of engineering to find problems, analysis of problems and solve problems.

Calculate: master the basic knowledge and skills of electronic circuit analysis and testing, pay attention to cultivate the concept of system, engineering concept, understand the approximate conditions and quantitative estimation under the premise of engineering.

Selection: college students in the electronic design competition, college students innovative entrepreneurial projects can choose their own components and parameters.

Adjust: master the use of electronic measuring instruments, preliminary with components detection, fault diagnosis, circuit welding production and detection, practical project evaluation and other capabilities.

According to these objectives, the teaching reference materials selected the "Analog Electronic Technology Foundation" and "Digital Electronic Technology Foundation" published by Tsinghua University Press, written by our school Zhiyuan Xie and other teachers. In order to carry out the teaching of "engineering" of electronic technology, the main clue is amplifier circuit, which focuses on the composition, working principle, characteristics and application of all kinds of circuits; the analysis of the internal working mechanism of desalination electronic devices; the emphasis on qualitative analysis and engineering estimation; Strengthen the application teaching of, desalinate the internal circuit teaching of circuit.

3. DISCUSSION ON TEACHING MODE
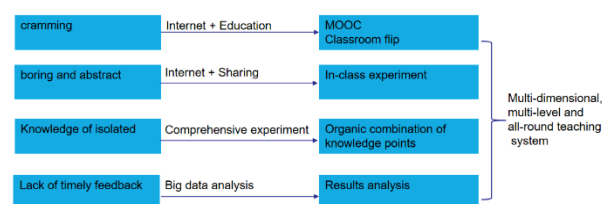
Figure 1 Teaching Pattern Discussion

As the development of Internet +, teaching and learning can not be restricted by time, space and place.as shown in figure 1, this course uses the technology of "internet + education" to completely change the traditional way of imparting knowledge filled with classroom irrigation by means of MOOC forerunner and classroom flipping, so as to cultivate students' learning ability and expression ability. using the "internet + sharing" remote control experimental platform, demonstrate real experimental results in class to solve the problem of students learning boring abstract, theoretical and practical separation. Carry out the research of "intelligent + education ", take the students' learning effect as the focus of attention, and optimize the teaching process by using data collection, state analysis and effect

analysis in the teaching process, so that the students can" learn actively, learn well and learn well ".

4. CURRICULUM DEVELOPMENT

According to the syllabus and construction requirements, the course of "Simulation Electronic Technology Foundation" was recorded 42 lectures with the assistance of Superstar Company, and launched on the MOOC platform of Chinese University in December 2018. So far,4 courses have been opened, and a total of 5693 people have participated in the study. The knowledge system of course teaching content is complete and meets the characteristics of ubiquitous learning. The duration of each video is controlled below 15 minutes.

Adequate learning resources are the guarantee of students' learning quality, According to the characteristics of the course, Developed more than 200 online objective multiple choice questions, Eight sets of online test questions, Recorded the exercises, With five lecturers, tutors and two maintenance staff, Instant online tutoring feedback, Online and offline discussion, Online assignment, submission and correction, Online community discussion, etc. In order to combine students' online learning with classroom teaching, At the same time, the team offered six SPOC courses, It plays an important role in the development of "online and offline" mixed teaching, More than 500 students in our school have chosen these courses to complete pre-class preparation and after-class review. The course covers a wide range of analog circuit analysis, calculation and design, It is an abstract and practical teaching activity. In order to achieve good teaching results, The model of "live teaching platform + public learning resource platform + tutoring and answering communication platform" was selected as the composite online teaching platform--nail and classroom--as auxiliary teaching resources, The organic integration of classroom teaching and communication interaction is realized. As shown in figure 2, nailing teaching video parts list. Currently, A total of 336 live long videos were produced in the basic course of analog electronic technology, More than 500 students were taught live, Organized a number of after-class tutoring and 14 online exams, And through the WeChat platform for real-time answering questions.

Figure 2 Nailing teaching video parts list

5. TEACHING IMPLEMENTATION PROCESS

The implementation process of the organization is shown in figure 3. Before class, the existing curriculum and experimental microvideo are used to arrange the preview content. Taking online autonomous learning as the guide, offline classroom teaching focuses on the logic between knowledge points and the explanation of key and difficult points. Online students use micro-lessons to lead the experiment, and offline students use "pocket" experimental platform to realize the basic experiment. The offline "flip class" is displayed by students, as shown in figure 4. After the students simulate the experiment and use the remote control experimental platform, the comprehensive experimental content is realized by making and debugging. Gradually realize the online and offline hybrid teaching system. At present, the remote experiment is still in the trial stage of some students, so it is necessary to purchase the corresponding hardware to perfect it.
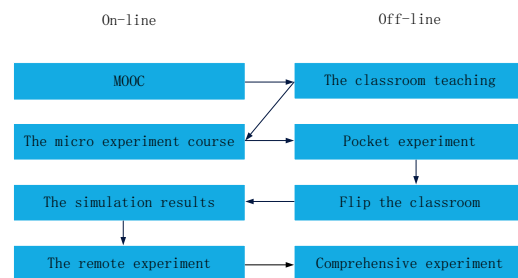
Figure 3 Implementation Process of Hybrid Teaching Organization
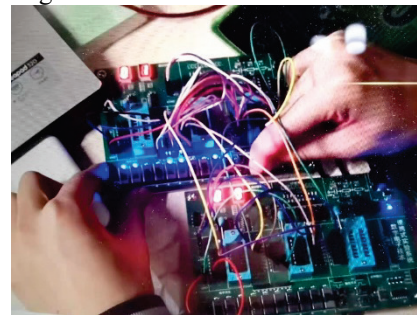
Figure 4 Flipping Class student achievement

6. TEACHING ASSESSMENT METHODS

Carry out the research of "intelligent + education ", take the students' learning effect as the focus of attention, and optimize the teaching process by using data collection, state analysis and effect analysis in the teaching process. Perfect the examination system, optimize the peacetime result calculation and examination system, the student total score = the online test result 10%+ the homework result 10%+ the discussion result 10%, the final examination result 70%, the multi-dimensional omnidirectional examination student study condition.Figure 5 shows the data analysis of a certain problem.

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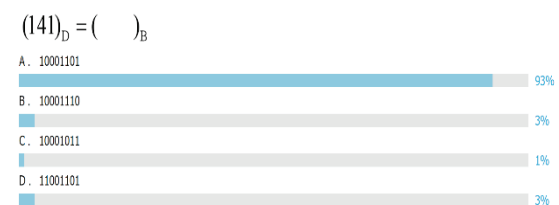
Figure 5 Data Analysis of Students' Learning Status

7. SUMMARY

The development of online teaching makes teaching and learning can be free from the limitation of time, space and place, and form a new universal learning environment in which everyone can learn everywhere and can learn from time to time. The teaching team combines the self-recorded MOOC short video with the classroom long video, and uses the technology of "Internet + education" to gradually form the "online and offline" mixed teaching method.

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On the inheritance and Protection of Dai Folk Music in Xishuangbanna

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Abstract: In the new era of global economic integration and cultural diversity, traditional folk music of ethnic minorities is facing a very serious situation. Based on the current situation of Dai Folk Music in Xishuangbanna, this paper discusses the difficulties and causes of Dai traditional music, and then puts forward some feasible measures to protect Dai traditional music.
Key words: Dai nationality; Folk Music; Inheritance; Protection Measures

1. THE CURRENT SITUATION OF DAI FOLK MUSIC IN XISHUANGBANNA

Folk music is an important part of national culture, and also a nonrenewable resource with potential economic value and profound historical value. It is not only a window to see through a region's culture, but also an important part of its economic and cultural development. The ethnic music of the Dai nationality in Xishuangbanna has a very rich form. It has its unique cultural characteristics in creation, performance and other means of expression (scales, modes, tunes, rhythms and writing instruments). [1] This shows that Dai traditional folk music not only formed its own distinctive national characteristics in the long-term historical development process, but also played an immeasurable role in modern music creation. However, in the new century of global economic integration and cultural diversity, Dai traditional folk music is facing a very serious situation, some precious works are on the verge of extinction. This paper aims to explore the connotation of Dai Folk Music and dance culture in Xishuangbanna, hoping to arouse people understanding and real attention to the folk music of ethnic minorities, so that the traditional music of ethnic minorities can be inherited and developed.

Dai traditional music is divided into folk music and religious music. Among the Dai Folk Music in Xishuangbanna, it can be divided into six categories: folk songs, folk dance music, rap music, opera music, folk musical instruments and folk sacrificial music.

Dai folk songs are relatively free in form, not very strict in rhythm, flexible in melody rhythm, soft and elegant in style, and rich in lyrical color. According to the difference of genre and content, Dai Folk Songs in Xishuangbanna can be divided into folk songs, narrative songs and other categories.

The folk songs and dances of the Dai people in Xishuangbanna, including the folk songs and dances with songs and dances and the folk dances with songs but no dances, are now collectively called folk songs and dances. The dance form of singing and dancing is called "shouting GA and yelling Huang" in Dai language, including drum beating, etc. There are many kinds of Dai Folk Dances, including gaguang (also called Xiangjiao drum dance), peacock dance, knife dance and so on. Most of these dances are accompanied by ensemble music of XiangJiaoGu, gongs and cymbals. From the point of view of dance art, these dances not only reflect the style and characteristics of Dai dance, but also include the basic movements and performance forms of Dai dance. They are most popular and influential in the Dai distribution area of Xishuangbanna.

The main rap music of Dai people in Xishuangbanna is zanha. Dai people invite folk singers to perform during festivals, new houses construction, marriage and birth, Buddha worship ceremony and other activities. This semi professional artist is called "zanha" in Xishuangbanna. In Dai language, "Zan" means "capable person", "craftsman", "ha" means "singing", "Zan ha" means "capable person who can sing". The time and place of Dai rap performance are not limited, and they often sit and sing in the bamboo tower. Most of the singing forms are performed by one person and accompanied by one person. If two or more singers are invited to the show, there are often song contests. Sometimes we can see the situation that several singers take turns to sing. Generally, accompaniment instruments are used, with close combination of melody and language, relatively stable rhythm, and the basic structure of music is the repeated changes of the passage, and the lyrics are mostly rhymed.

The national musical instruments of the Dai nationality in Xishuangbanna are wind instruments, such as bamboo flute, gourd flute, flute, wood leaf, etc. ; plucked instruments include dingqin, harmonica, etc. ; bowstring instruments include Xiding, niujiaoding percussion instruments include Xiangjiao drum, Guangfu, Guangbian, guangbang, Gong, cymbal, etc. The ensemble of xiangjiaogu, gongs and cymbals is the main form of Dai instrumental ensemble.

2. THE DIFFICULTIES AND CAUSES OF DAI FOLK MUSIC IN XISHUANGBANNA

With the economic globalization and the development of the west, the Dai Folk music has been strongly impacted and faced with very serious difficulties and problems. If some problems are not solved in time, it will directly affect the continuation and development of the whole Dai Folk music system. In analysis, there are several reasons:

First, the impact of modern culture. With the development of the western development and the rapid development of tourism in the region, Xishuangbanna has more and more contacts with the outside world, especially the radio,

television and audio. The city culture is pouring out in front of the Dai people with the overwhelming force of thunder and thunder. At the same time, the rich and changeable modern audio and traditional music have become strong. The sharp contrast leads to the loss of a large number of original mass bases in the competition between folk music and modern music, especially in the young generation. On the contrary, these young people like to go to KTV with "modern flavor" to sing pop songs and play western instruments such as Clarinet and saxophone. These phenomena really reflect the mentality and interest of a generation from another side. It is not difficult to explain the unbalanced development of Dai Folk Music Culture in Xishuangbanna.

Second, the lack of ideological understanding. Ideological one sidedness is an important factor affecting the development of traditional folk music. In Xishuangbanna, there are quite a few people think that Dai Folk music is spread among the people, so it is their own business to inherit and develop Dai Folk Music. In some functional departments, there is also a view of despising folk music and attaching importance to modern music. It is considered that modern music is the "white face of spring and spring". Only by instilling the idea of modern music can we enhance the aesthetic level of the local people and keep the advanced nature of art thought. Moreover, local government departments seldom invest necessary funds to excavate and arrange Dai Folk Music. In this way, the Dai Folk music is in a state of "living and dying" and "letting go". What is more, some functional departments are in line with the "taste" of tourism consumers, engage in so-called "performance projects", and arbitrarily "graft" Dai Folk Music and modern music, making this kind of high-grade folk music become nothing but "art products".

Third, lack of talent training. The inheritance of folk music is mostly undertaken by folk artists, who are not only music creators, but also music performers and supporters. In a sense, the most urgent thing for the development of folk music is the cultivation of talents. Without a certain talent team, folk music will disappear in the long history. After the reform and opening up, the local economy of Xishuangbanna has developed rapidly, and the improvement of living standards has led the Dai rural life style to gradually move towards urbanization. Among the young Dai people, the number of migrant workers is increasing, while the number of young people who have time or are willing to learn is correspondingly decreasing. Some excellent Dai Folk music is also lost with the passing of the older generation. In addition, the folk music education in local primary and secondary schools is also relatively weak. Some schools do not even offer folk music courses. As a result, most students do not contact folk music, which directly leads to the fault of folk music education. This is a main reason for the decline of Dai Folk Music.

3. FEASIBLE SUGGESTIONS AND PROTECTION MEASURES

Dai Folk music culture not only has to go through the historical development period, but also has to bear the impact of modern music. Without effective measures to protect and develop, its inheritance will not be sustainable. Therefore, we should collect, arrange, record and preserve a large number of ancient music species that have lost their living environment before they die out, so as to avoid the fracture of their inheritance; we should protect the excellent folk music varieties effectively, so that they can continue to be inherited in the modern music life and play the role of teaching in music.

3. 1 Strengthen the collection and arrangement of the existing Dai music

Cultural departments and ethnic workers at all levels should, through various means and on the basis of the existing work, increase the collection of works and components to tap the treasure of Dai Folk Music; organize professionals to compile the existing Dai Folk Music into a song and dance album with simplified or linear notation, and use modern multimedia technology to realize the sound, picture and cultural background of Dai song and dance as far as possible. In order to promote the inheritance of Dai Folk music culture, the form of audio CD-ROM is really and more close to life.

3. 2 To change ideas and improve the understanding of folk music

Dai traditional folk music is a very rich and valuable wealth in China cultural resources, which has played an important role in the development of human society. In today modernization, Dai Folk music still has potential economic value and far-reaching historical value. Therefore, the cultural department should take the Dai Folk Music as an important aspect of cultural construction, and treat it equally with modern music. In addition, the government should also advocate the establishment of the original ecological songs, plays and music of various folk music, and maintain the original ecological style of traditional music.

3. 3 To promote the protection of folk music in the form of cultural industry

In the era of economic globalization, the development of culture must be closely combined with economy. In fact, the cultural industry is a combination form that adapts to the trend of historical development and closely links culture and economy. Its establishment is not only to recognize that cultural production can create material wealth, expand consumption market and increase the total amount of national economy, but also to mark that culture is a kind of social productivity, through the channels of cultural production, circulation and consumption to protect excellent national culture and promote the inheritance of national culture. Dai Folk Music not only has the unique cultural characteristics of Dai nationality in creation and performance, but also has the common characteristics of Chinese traditional music.

3. 4 Increase investment in primary and secondary education, and cultivate talents to inherit folk music

At present, most of the investment in the development of Dai Folk Music depends on some enthusiastic folk people. They not only organize and excavate folk music, but also complete the rehearsal of music and the publication of books at their own expense or by folk donation. This is far from enough. Only when the government actively guides

the development of Dai Folk Music and increases the investment in folk music, it takes primary and secondary education as the position of inheriting folk music and uses modern teaching methods to cultivate talents. Only in this way can we preserve and carry forward folk art to the maximum extent and cultivate new Dai Folk Music.

4. CONCLUSION

In a word, we should make full use of the strength of various departments, adopt various effective ways and adopt various feasible means to actively protect and develop the music culture of the Dai nationality and let the traditional folk music of the Dai nationality continue to enrich the treasure house of world music.

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The predicament and Countermeasures of TuJia traditional music culture in Western Hunan

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Abstract: Western Hunan is a multi-ethnic area, where TuJia music culture is very rich. This paper analyzes the current situation of TuJia traditional music culture in the school education inheritance in Western Hunan, and expounds the manifestation of its change. Education is the most basic method and means of inheriting traditional music culture. Based on the difficulties faced by TuJia traditional music culture in school education, this paper analyzes the countermeasures to inherit TuJia traditional music culture.

keywords: Western Hunan; Traditional Music Culture; Inheritance; Predicament; Countermeasures

1.DIFFICULTIES FACED BY TUJIA TRADITIONAL MUSIC CULTURE

Education is not only an indispensable means of cultural continuity and transmission, but also a very important part in the process of cultural development. From this point of view, education is a life mechanism of culture. The new curriculum of local music is an important and special part of modern Chinese music education. Effective inheritance and rational development of national music and art resources can not only improve the overall quality of national education, but also promote the overall development of music education in ethnic areas. The essence of cultural heritage is a process of teaching and learning, which can be realized in different places through different forms of education[1]. School education has many advantages, such as purpose, organization, planning, universality and so on, which make it an important way to inherit national culture.

In the traditional society, the education and inheritance of TuJia 's traditional culture is mainly realized through various non formal education platforms, such as family education and community education, through language exchange, hand-in-hand teaching and imitating others' behaviors and ways. It is in today economic globalization that traditional cultural inheritance methods such as TuJia oral transmission, personal teaching and imitation still occupy a dominant position in the process of cultural inheritance.

1.1 Insufficient development of TuJia culture curriculum

At present, the curriculum development of national music culture in TuJia basic education is not in-depth. From some schools visited, it is found that the majority of school courses in TuJia area mainly adopt the "unification" course mode suitable for the Han area, and the multi-cultural course mode that adapts to the national characteristics and takes care of different cultural backgrounds has not yet formed, and the national characteristics are not reflected enough.

Today, under the guidance of the state government idea of "folk songs and folk dances into the classroom", a few schools have tried this aspect. Some schools set up a national music and culture course every week, and their own textbooks are planned to inherit Tujia traditional music and culture. Although there have been many attempts, these explorations are only a kind of spontaneous behavior of schools or teachers, lacking purpose and systematicness, and often influenced by other factors and unable to be implemented normally.

1.2. The development degree of local characteristic curriculum resources is shallow

TuJia nationality area in Western Hunan has rich cultural, human and natural environment resources. Although the characteristic curriculum resources in Western Hunan are rich and the exploitable value is high, the actual development situation is not ideal. It is found from the survey that most of the teaching materials taught by teachers are national and provincial textbooks, and only a few of them are local textbooks compiled by local prefectures and counties. In addition to the "beautiful Xiangxi my home" local textbooks, "Dandelion action" pilot schools, some of the front-line teachers engaged in the teaching of sound, physical and aesthetic courses have independently compiled a small number of school-based textbooks, and those of non pilot schools. There are few teachers who write school-based textbooks on their own[2].

1.3 TuJia music teachers are weak

Teachers strength is often one of the important signs to measure the smooth progress of national culture in school education. There are very few music teachers who know Tujia.Nowadays, through the unified examination organized by the government, more and more young teachers who accept the formal mainstream education enter the primary and secondary schools, but they do not know the TuJia nationality language, which makes bilingual education teachers face more and more difficulties.

In addition, there are other ways to inherit Tujia traditional music.For example, TuJia CD-ROM occupies a very important share in the local audio-visual market. The traditional music and culture of Tujia on the CD-ROM involves most areas of Tujia people life. The popular TuJia CD-ROM in Western Hunan is organized, directed, edited and produced by the local Tujia people. In the form of popular TuJia people, it reproduces Tujia people daily life through TV plays, skits, rap and other artistic forms, which contains TuJia people values, preferences, beliefs, moral concepts and other traditional cultural contents. At the same time, the use of some new and flexible means

of education and teaching has further innovated the way of inheritance of national traditional culture education. For example, by visiting folk artists, visiting folk workshops and participating in social traditional activities, the educated can not only get out of the abstract logical thinking, but also feel and participate in cultural heritage activities on the spot, in person, so as to make national cultural education more vivid and strengthen the effect of cultural education Heritage.

2. STRENGTHENING SCHOOL EDUCATION AND INHERITING TUJIA TRADITIONAL MUSIC CULTURE

2.1 Attach importance to the development and construction of school-based curriculum

Curriculum is the core and soul of education. It is not only the carrier of certain cultural spirit, but also a subtle influence on students. The compilation of school-based curriculum needs to make good use of the educational resources of national culture.In addition, in other courses of school education, TuJia folk songs, national musical instruments and national dances should be added[3].

At present, TuJia music culture is in the period of social transformation, a large number of labor output, making the inheritance of TuJia traditional resources has a serious crisis. Paying attention to the development and construction of school-based curriculum not only has the characteristics of stability and low cost, but also can inherit the precious and rare music and cultural resources for the Chinese nation. TuJia traditional music resources are also good educational and teaching resources for students, teachers and schools, which is conducive to the unity and cooperation of teachers, the enhancement of scientific research ability and the improvement of education and teaching quality.

2. 2 Deeply explore local curriculum resources

TuJia nationality area in Western Hunan has splendid national culture, beautiful and rich natural resources and precious human resources, all of which need to be developed and utilized. Minority language is not only an important tool for recording and disseminating knowledge and experience, but also an important carrier for inheriting their own culture and thoughts, as well as a representation of national psychology. Therefore, learning the language of our nation will help us to have a deep understanding of our culture. In addition, in the long-term historical development, the ethnic areas have accumulated a wealth of ethnic music and cultural works, which reflect their value system, customs and customs, religious beliefs, etc., which are important materials available. TuJia people are good at singing and dancing, smart and handy, and have created rich folk arts, which are inexhaustible sources of national culture courses.

2.3 Encourage teachers to participate in music curriculum design

In the education system, teachers are not only the final executors of curriculum reform, but also the researchers and participants of curriculum development. From this point of view, the key to the success of curriculum reform lies in teachers. Therefore, teachers should change their educational ideas and improve their quality and ability. At the same time, we should give full play to the unique role of teachers in the development of music curriculum, and make teachers promote their own professional development in the development of curriculum, improve their curriculum development ability, so that they can meet the experience, interest, learning style and development needs of minority students.

In the development of education, we encourage teachers to use various ways to improve the curriculum design mode in music teaching, for example, to let teachers integrate the content related to Tujia culture into music teaching. Teachers can even design the " TuJia traditional music culture" unit in the teaching, integrate the TuJia Dance, music, opera and so on, and use the combination of indoor and outdoor methods to design teaching activities to help students learn and understand the TuJia traditional music culture knowledge, and improve students recognition and respect for national culture.

2.4. Pay attention to bilingual teaching

In the course of teaching, it is the need of TuJia personal life and the development of TuJia region to let the students not only master the Chinese language but also not forget the native language. It is also the need of prospering TuJia native culture and promoting the multi integrated culture of the Chinese nation. Most of these full-time writers have good cultural background and can express the characters emotions and thoughts with concise and appropriate language[4].

The implementation of TuJia and Chinese bilingual teaching plays an important role in promoting the development of Tujia, enriching TuJia students knowledge, promoting TuJia development, improving the quality of education and teaching effect. Bilingual dual language teaching can enhance students understanding of the national culture, so as to love the national culture and make them consciously accept, learn, master, inherit and innovate the excellent traditional culture of TuJia nationality. In addition, bilingual teaching can enable students to learn the main culture of the Chinese nation, at the same time, it can improve the ability of TuJia young generation to adapt to the mainstream cultural society of China, and form the necessary multicultural vision to adapt to the future society.

3. CONCLUSION

At the same time, the rich and changeable modern audio and traditional music have become strong. The sharp contrast leads to the loss of a large number of original mass bases in the competition between folk music and modern music, especially in the young generation. The educational inheritance of TuJia traditional culture in the west of Hunan Province is to examine the traditional culture from the perspective of modernity, select some cultural projects that meet the modern requirements to inherit and promote education, so as to obtain development opportunities. As a traditional culture, TuJia music will face the process of abandonment and absorption, which requires us to consider what values and standards to make a choice. From the perspective of the function of teaching and guiding, it can help the educated to establish correct values, praise the excellent national

culture, and selectively discard the dross of national culture, so as to promote the healthy and upward melody.

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Exploring Discrimination against the Lesbian, Gay, Bisexual, and Transgender Group during the Employment Process

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Abstract: Discrimination against the Lesbian, Gay, Bisexual, and Transgender (LGBT) group is an issue that has been attracting increasing attention from both academics and policymakers. Homosexuality is a normal sexual orientation, rather than a disease or a metamorphosis [1].People in Europe and the United States are generally more tolerant of the LGBT community. However, despite this, 34% of LGBT people in the UK choose not to disclose their sexual orientation at work. Whether in a workshop or a board meeting, LGBT communities believe that exposing one's sexual orientation can make the working relationship tense, and avoiding problems related to personal life is analogous to dodging a bullet. They hide their private lives from colleagues and customers because they are afraid of being excluded or that their professional values or their values at the workplace would be ignored. Meanwhile, this kind of discrimination has an impact on the economy. This article explores discrimination against the LGBT community in the employment process through a case study and conducts a literature review of typical LGBT discrimination issues in occupational settings, and then analyses and proposes corresponding suggestions. To build a multi-integrated and inclusive working environment for LGBTs is to achieve a win–win situation.
Keywords: Lesbian, Gay, Bisexual, and Transgender; Discrimination in the Workplace; Job Bias; Equality and Diversity

1. INTRODUCTION

Discrimination against the Lesbian, Gay, Bisexual, and Transgender (LGBT) group is an issue that has attracted increasing attention from both academics and policymakers[2], 19% of lesbian, gay, and bisexual employees have been bullied by colleagues, clients, or service users because of their sexual orientation, and 13% report that they have no confidence in wishing to disclose the homophobic bullying they have suffered in the workplace.

In fact, homosexuality is a normal sexual orientation, rather than a disease or a metamorphosis. Due to the persistence of stereotypes, there are many places in the world where being gay is not only illegal but can also lead to a death sentence[3]. Current data on what, exactly, is happening to LGBT individuals in a given country where they are persecuted is sometimes difficult to verify [4]. However, there is proof that they are being tortured. In countries such as Nigeria and Somalia, there is evidence of the execution of LGBT people, even though

homosexuality is not officially punishable by death. Regions controlled by ISIS are particularly brutal in their methods of execution of LGBT people.

Figure 1. LGBT Rights Globally

People generally in Europe and the United States are more tolerant of the LGBT community. Despite this, 34% of LGBT people in the UK choose not to disclose their sexual orientation at work[5]. Whether at a workshop or a board meeting, LGBT communities believe that exposing one's sexual orientation can make the working relationship tense, and avoiding problems related to personal life is like dodging a bullet[6]. They hide their private lives from colleagues and customers because they are afraid of being excluded or fear that their professional values or their values at the workplace are ignored.

Figure 2. Respondents Who Felt Discriminated against or Harassed in the Last 12 Months on the Grounds of Sexual Orientation, by Country and by LGBT subgroup (%) (Source: European Union Agency for Fundamental Rights, 2013)

According to a report released by the European Union Agency for **Fundamental Rights (2013; Figure 2)**, 47% of LGBT groups report being harassed, including lesbians (55%) and those on lower incomes (52%).
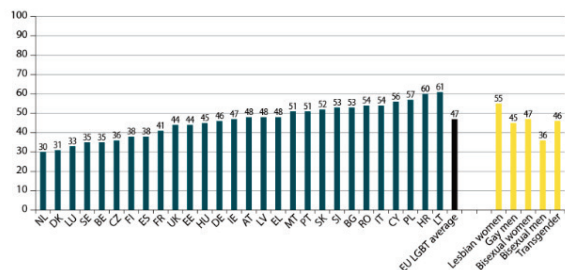
Figure 3. Respondents Who Felt Discriminated against in the Last 12 Months When Looking for a Job and/or at Work Because of Being LGBT, by Country and LGBT Subgroup (%)[7]

Meanwhile, this kind of discrimination **(European Union Agency for Fundamental Rights, 2013)** has an impact on the economy. One in five people reported discrimination in the workplace in 2012, and one in eight say it influences their employment. For transgender people, this number increases to one three (Figure 3).

This article explores discrimination against the LGBT community in the employment process through investigating a case study of C P Publishing Ltd. with relevant literature, and then analyses and proposes corresponding suggestions. The case will be discussed in detail in the next section.

2. CASE STUDY: C P PUBLISHING Ltd.

This section introduces the case of C P Publishing Ltd. from the following aspects: the background of the company and its attitudes toward employees' sexual orientation.

(2.1) BACKGROUND

C P Publishing Ltd. was an independent company founded in 2004 in Glasgow, Scotland. It specialized in the publication of journals and magazines. Due to poor internal management and public image, it went bankrupt in October 2009 [8].

(2.2) MR. DITTON'S LAWSUIT

In 2006, Mr. Ditton, who then worked at C P Publishing Ltd., reported that he suffered malpractice and insults every day in the early days of his employment because he is homosexual[9]. His boss, Warren Paul, called Mr. Ditton "a wee poof" and said he looked like "a cream puff." On one occasion, Mr. Paul commented on a blue tie Mr. Ditton was wearing and, being told it was by Hermes, Mr. Paul replied: "Oooh, Hermes" in a camp voice (ibid.). A few days later, Mr. Paul asked Mr. Ditton whether he came from Stoke-on-Trent, which means "bent" in rhyming slang (ibid.).

When Mr. Ditton started his work, he felt uncomfortable with Mr. Paul's attitudes toward homosexuality and ethnic minorities (ibid.). Mr. Ditton was fired only eight days after beginning work at C P Publishing Ltd. because he was "psychologically unbalanced" (ibid.). On the day that Mr. Ditton was fired, he tried to join an informal discussion about marriage, but Mr. Paul told him "shut it, you are a wee poof" in a radical tone (ibid.). Later, Mr. Ditton took C P Publishing Ltd. to the Employment Court. Mr. Paul, as an ex-police officer, attempted to threaten Mr. Ditton by indicating that he would send some police friends to "visit" him if he kept in touch with the personnel

after the dismissal (ibid.).

June Cape, the chairman of the employment tribunal, argued that Mr. Ditton was treated with insults and oppression, which severely tormented him and made him depressed. This not only impaired his working ability but also adversely affected his ability to enjoy normal social relationships and activities (ibid.). In the end, C P Publishing Ltd. lost the case and Mr. Ditton was appropriately vindicated (ibid.). The next section attempts to look at a selection of themes in the literature that are relevant to this case.

3. LITERATURE REVIEW

This section gives an overall view of the themes that are relevant to the case study above which includes: direct and indirect discrimination, homophobia and its causes, and challenges in combating homophobia.

(3.1) DIRECT AND INDIRECT DISCRIMINATION

Discrimination in sexual orientation, gender identity, and gender status can be direct or indirect. Direct discrimination indicates that one group (e.g., LGBT) is treated unfairly compared to another group, which makes the affected or discriminated group live in fear and pain. They could be constantly worried about their sexual orientation being exposed, fearing that they will be dismissed by their employers and that they will be sneered at by their colleagues [10].

In comparison, indirect discrimination is more concealed, seemingly neutral and non-discriminatory, but the underlying discrimination still leaves the LGBT group disadvantaged [11]. Being seemingly equal, this kind of discrimination hides itself well (ibid.). For example, if the company requires all female employees to wear high heels to work this will put a burden on lesbian employees who do not like the idea of high heels[12]. The reason is that some lesbians tend to play the masculine role in a relationship, and they do not like wearing feminine outfits including high heels. Forcing this group of employees to wear high heels to work may affect their emotions and wellbeing, which could further lead to a negative impact on their work performance. Ultimately, this could affect their opportunities for promotion and even their future career. In this scenario, they are being indirectly discriminated against.

Referring back to the case study, the verbal harassment, abuse and hostility that Mr. Ditton faced every day indicated that he suffered from direct discrimination from his employer. Meanwhile, he was indirectly discriminated against because Mr. Paul fired him on the grounds of his being "psychologically unbalanced." Superficially, the reason for dismissal seems to have nothing to do with discrimination. However, Mr. Ditton was fired because his sexual orientation was unacceptable to the employer. These discriminations had serious negative impacts on Mr. Ditton's mental health and future development.

(3.2) HOMOPHOBIA AND ITS CAUSES

One of the reasons for discrimination against LGBT groups is homophobia, which means "the rejection and irrational fear of homosexuals" [13]. Compared with pure prejudice, the situation of homophobic people seems to be more difficult to understand. A common reason for not

accepting homosexuals may be that they are "unnatural" or "unreasonable," and the homophobic attitudes toward homosexuality also involve more emotional attitudes. Not only will homophobic people oppose and reject homosexuality, but they will also express more disgust, fear and even hatred, even though LGBT groups usually do not pose any real threat to them.

The homophobics' fear of homosexuality may be largely due to gender stereotypes. Stereotypically, certain characteristics are exclusively associated with masculinity or femininity. However, LGBT groups have, to a certain extent, broken these gender stereotypes. For some men with a strong gender-stereotypical mindset, the interaction with male homosexuals may make them feel that their "masculinity" is damaged [14], leading to their dislike of male homosexuals.

Another common explanation for homophobia is described as a "phobia coming from the secretly-hidden homosexual tendency" [15]. This view holds that many homophobic individuals have a homosexual tendency, but they deny this and suppress their true thoughts (ibid.). Researchers believe that this can be seen as a manifestation of "reaction formation," the homosexual tendency that is suppressed to the subconscious and is constantly looking for opportunities to show itself, to reduce individual anxiety. The way individuals use is to disguise their true ideas and turn them into the opposite but more acceptable thoughts and behaviors-a fear and rejection of homosexuality.

(3.3) CHALLENGES FOR FIGHTING AGAINST HOMOPHOBIA

In the heterosexual hegemonic culture, all discourses have assumed that "heterosexuality is normal." More and more LGBT rights workers have realized the graduality and longevity of fighting for LGBT rights-suggesting that the process could be very gradual and long term [16]. In many cases, homosexuality has been criminalized, and religious cultures and social attitudes inside and outside the workplace have also led to an increase in the number of homophobic. Therefore, non-heterosexuals, as the minority rather than the majority, are affected by heterosexual hegemony both in private life and at the workplace, and can be treated unfairly in both spheres [17]. It is foreseeable that in the context of this heterosexual hegemony, there will be great resistance and challenges ahead in striving for the rights of non-heterosexuals.

4. ANALYSIS

Stonewall (2018) [18], the UK homosexual equality organization, points out that working in a hostile environment may cut the productivity of homosexual employees by up to 30%. On the contrary, an inclusive environment that is uncritical, unbiased, and tolerant will make the performance of LGBT employees more positive. Moreover, loyalty to the company will also rise, and the company can reduce the cost of employee turnover and achieve a win–win situation (ibid.).

In the case of C P Publishing Ltd., the employer not only directly discriminated but also indirectly discriminated against Mr. Ditton because of his sexual orientation. Although Mr. Ditton's period of employment had only lasted eight days, in that short time, he became the victim of an attack and intrusion by his employer by virtue of his sexual orientation. Mr. Ditton suffered daily abuse. His employer's attitude and behavior have led to the violation of his dignity and created a formidable, hostile, insulting, and humiliating work environment for him. Not only that, the employer found a seemingly non-discriminatory reason to fire him in the end which further damaged his self-esteem and confidence. All of the above imposed a serious adverse effect on Mr. Ditton's mental health and future development.

Although Mr. Ditton, who is homosexual, posed no threat to the company, his employer treated him with "obvious malice and contempt" **(The Scotsman, 2007)**. This is largely due to gender stereotypes. Gender stereotypes are beliefs about the supposed characteristics of the male and female genders[19]. It is often inconsistent with objective facts and, therefore, it is also known as gender bias (ibid.). In the above case, the employer used gender stereotypes to rationalize his inappropriate behavior toward homosexual employees-there are traces where the jokes the employer makes indicate that Mr. Ditton appears to be different from the employer's stereotypical view or expectation of male employees. Because these gender stereotypes were rationalized, Mr. Ditton was eventually fired and restricted in terms of job opportunities and future development. Additionally, gender stereotypes about the LGBT group are often associated with homophobia, and fear always springs from ignorance.

The employer, in this case, tried to degrade Mr. Ditton through mockery and ridicule during his period of employment. The consequence of "hunting for novelty and contemptible trick jokes" about the homosexual group would reinforce the prejudice and discrimination against sexual minorities in the heterosexual hegemonic culture. Mr. Ditton's case is not rare and there are many more similar cases of discrimination against sexual orientation or other illegal reasons, all in the form of injustice against employees, destroying their careers, and exercising homophobia in the working environment. These scenarios, if not attended to and managed well, would, in turn, lead to the damage of companies' reputation and public image. The author thinks that all sexual orientations and sexual identities should be seen as normal and should be treated with equality and respect.

5. RECOMMENDATIONS

The paper advocates companies to be not only more tolerant of but also welcoming to the LGBT community. Both the sexual minorities (i.e., LGBT groups) and their supporters will be proud of their company's inclusive culture. This paper hereby proposes the following suggestions:

a) Improve the policy system

Respecting and protecting the LGBT community can convey a friendly signal in the recruitment notice, employee handbook or any public statement. However, it is advisable not to treat them as a special group, but let them know that they will not be discriminated against in work because of their sexual orientation [20].

b) Strengthen employees' awareness

One of the biggest challenges for LGBT employees in the workplace is prejudice and misunderstanding from colleagues. To create a diverse and inclusive workplace environment, everyone needs to contribute. Non-LGBT groups need to be more respectful and inclusive of the LGBT group; The LGBT group members also need to respect each other. Meanwhile, the company should also strengthen the consciousness of rights safeguarding for LGBT employees themselves. If LGBT employees encounter discriminatory problems, they should not submit to the humiliation but bravely defend their rights. Therefore, regular training and organized public speaking activities to create awareness among employees are necessary.

c) Strengthen corporate culture and image

Organizing activities to convey the company's inclusive cultural philosophy, actively participating in activities such as LGBT parades, and inviting celebrities to give lectures and solve problems are all approaches for the company to create a harmonious and inclusive culture.

6. CONCLUSIONS

This paper aimed to explore the discrimination against LGBT groups in the workplace. It took C P Publishing Ltd. as an example and conducted a literature review of typical LGBT discrimination issues in occupational settings. Through the case study, this paper discovered that C P Publishing Ltd had taken quite an inappropriate approach toward its LGBT employees, which could have partially contributed to the failure of the company's management-the fact that the company lost the case brought by Mr. Ditton had a negative if not directly damaging effect on the company itself. In general, culture cannot be established overnight, but companies need to make continuous efforts to build a multi-integrated and inclusive working environment for LGBT employees to achieve a win–win situation.

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The Practice of Pop Music in Middle School Music Class

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Abstract: With the continuous development of the economy, the media and other means of communication, the advent of the information age, people's view of Pop music is no longer the previous "Decadent music". Pop Music has had a huge impact on this society, but the development of pop music into the music classroom is not mature enough, in order to better grasp pop music, let it serve for the music classroom, in order to actively promote the development of our music class, we need to study the feasibility of Pop music entering the middle school class, and actively explore the practicality of Pop music entering music class, and make a practical exploration of it.
Key Words: Pop Music; Middle School Music Class; Practical Inquiry

1. A SIMPLE HISTORY REVIEW OF POP MUSIC INTO THE MUSIC CLASSROOM

With the passage of time, the development of social economy, people life level unceasing enhancement, pop music has occupied most of the music market, people have also changed for pop music voice of "decadent" views and definition, popular music into the music classroom is unstoppable, but pop music in the new classroom teaching psychology, there still exist many problems, is still immature.

The experience of pop music entering China's music classroom is really a twists and turns. Since the reform and opening up, pop music from Taiwan, Hong Kong and other non-foreign countries has gradually come into our sight and been sought after! Gradually the mainland of pop music also slowly developed, created a lot of popular excellent works. However, the introduction of pop music into the classroom was initially strongly opposed and disallowed, as it was defined as "decadent" music. Classes mainly taught classical music, serious music and Chinese folk music. But pop songs are a growing market. With the passage of time, the development of social economy, people life level unceasing enhancement, pop music has occupied most of the music market, people have also changed for pop music voice of "decadent" views and definition, popular music into the music classroom is unstoppable, but pop music in the new classroom teaching psychology, there still exist many problems, is still immature.

2. THE NECESSITY OF POP MUSIC ENTERING MUSIC CLASS

2.1 It is conducive to enhancing the appeal of music class to students

Pop music is the favorite type of music for middle school students! Bringing excellent pop music into the music class and adopting appropriate teaching methods can enhance the appeal of music class to middle school students! Students are often less interested in classical music, serious music and Chinese folk music than they are in pop music. In previous classes, when music styles were taught that students didn't like, students often gagged in class and didn't cooperate with the teacher's teaching activities. As a result, students can not improve their musical quality in music class, nor can they achieve the effect of relieving pressure and adjusting emotions through music. However, bringing excellent pop music into the middle school music class can accurately grasp students' love for music style and music type! Let the students in the music class in the already very few music classes more focus and initiative to participate in the teacher's teaching class. To achieve the high efficiency of the music class! The efficiency of the music class makes up for the lack of intensity in the music class. The high efficiency of music class has brought the positive effect that music class should bring to students and enhanced the appeal of music class to middle school students. Is to enhance the vitality of the music classroom! To enhance the vitality of music class is to enhance the students' musical quality!

2.2 It is conducive to the cultivation of students' musical appreciation ability and the improvement of the people's musical aesthetic ability

Excellent and good pop music can cultivate students' music appreciation ability when they enter the music class. As an emerging cultural phenomenon, pop music has its unique aesthetic characteristics. With the development of the market economy, more and more different types of music have appeared, and the ways of music transmission have become more and more simple. The development of the media has also enabled more and more people to get involved in the music creation and production industry, and the influence of music has also been constantly growing. However, there is also the situation that the quality of music is intermingled. Some "vulgar" and "vulgar" music is created and recognized by the market, thus becoming popular! Of course, there is no denying that many excellent works have been created and influenced generations of people, but there are also a lot of poorly made works mixed with the music market. However, the music appreciation ability of middle school students is not enough, and they need music classes in compulsory education to cultivate and improve. Therefore, it is very important to introduce excellent pop music into music classroom teaching to cultivate students' music appreciation ability. In the case of the uneven music

market, if students can improve their music appreciation ability in the music class, they will not be affected by the "vulgar" and "vulgar" music in the music market! Thus, it can drive the music market to reject these "vulgar" and "vulgar" music. Music class can achieve the positive effect of allowing students to actively explore and exclude, so as to continuously improve the music aesthetic ability of middle school students, and thus to improve the music aesthetic ability of the whole people.

2.3 It is conducive to improving the comprehensive musical literacy of middle school students

The entry of excellent and good pop music into the music class can improve students' comprehensive musical literacy. Compared with classical music, serious music and Chinese folk music taught in the past classroom teaching, pop music is more comprehensive musicality. Secondly, excellent pop music expresses more spiritual meaning and expresses more emotions without adhering to traditional expression, and pop music brings more music possibilities. Third, pop music itself is close to real life, the melody is simple, easy to learn and sing. The appeal of pop music is mainly based on the effect produced by the combination of melody, sound, voice and rhythm, which helps to explore people's musical performance. Fourth, more Musical Instruments are used in the arrangement of pop music, which can bring more surprises, conform to the modern aesthetic and more acceptable, and make the music style more colorful. Fifth, the excellent lyrics in pop music are also rich in the meaning of contemporary literature, which can improve the appreciation ability of lyrics art. Excellent and good pop music is brought into the music class, and effective teaching methods are adopted, which can drive the enthusiasm of students and enhance their comprehensive musical accomplishment. Of course, this paper does not deny the positive role of serious music, classical music and Chinese folk music in the music class, but to bring excellent pop music into the music class to make up for the lack of musicality of classical music, serious music and Chinese folk music and bring enthusiasm to the music class! Inject fresh blood into music teaching, make music class more wonderful!

3. PRACTICAL EXPLORATION OF POP MUSIC ENTERING MUSIC CLASSES IN MIDDLE SCHOOLS

Another reason pop music has been so hampered in the long history of getting into middle school music classes is that it was simply not suitable for teaching. Now, with the development of social economy, the style of pop music becomes diversified and the audience becomes broader, and the spirit conveyed by pop music is also changing constantly. Therefore, the first step before pop music enters the music class is to screen out excellent and appropriate pop music for teaching. Because only excellent pop music, its quality and quality can cultivate students' musical aesthetic ability, those who churned out "vulgar" and "vulgar" pop music is not able to achieve such an effect. And appropriate represents in line with the psychological needs of students at this stage and the law of spiritual growth, pop music style, the expression of emotion and spirit are also different, at this stage of middle

school students need, we can "introduce" what. According to the needs to choose to filter, so as to achieve the pop music should play a positive role. The second step is to ask the students for their opinions and then conduct another round of song selection. Why would you do that? As mentioned in this article, pop music entering the music class can motivate students, because they like pop music more than other music. Therefore, it is also necessary to solicit students' knowledge in the process of screening. Of course, students are not as professional as teachers in music, and they are influenced by media communication methods such as short videos nowadays.

The main right to choose is still decided by the teacher, the music class can not become "pop music playing class" "students listen to music class" and other forms of music class contrary to the original intention of the classroom! After the song is determined, the third step is to analyze the selected songs. Firstly, the spirit or concept conveyed by the works can be analyzed to fully understand the meaning of the works. Understand the story before and after the completion of a good song, more in-depth understanding, to achieve the effect of having a story to tell in class. Secondly, we can analyze the lyrics to understand the literary background, so as to explain more knowledge in class. Thirdly, it can be analyzed from the singing, different singers have different singing styles, different singers have high and bottom singing skills, different songs also need different ways of interpretation! Let the students know more about music and satisfy their curiosity more! Fourth, it can be analyzed from the arrangement of songs. The arrangement of pop music is more abundant, and different instruments and combinations can achieve different effects. Let students learn more about Musical Instruments in class, enhance their curiosity about Musical Instruments, and increase their music knowledge! Fifth, we can analyze the music styles of the songs, so that students can learn more music knowledge and increase their own understanding. After analyzing all aspects of the song, the fourth step is for the teacher to get familiar with the song, including solfeggio, rhythm and piano accompaniment, etc., after getting familiar with my good song. Step 5. Contact the songs to be taught according to the music lesson task or the phased teaching goal. Combine "skills" with "songs" to find common ground, and then implement the knowledge points reached after analyzing songs into the classroom, so as to achieve the efficient music class we want to achieve, so as to hold the enthusiasm of students and their involvement in the classroom. At the same time complete the music class should have the music skill to teach and the music quality enhancement, kills two birds with one stone! After the teacher completes the above steps conscientiously and responsibly, he can bring the students a music class full of fun and professional! Achieve the positive effect that music class is supposed to bring to students!

4. CONCLUSION

Pop music has already has a huge impact on the society, but the development of popular music into the music classroom is not enough mature, in order to better grasp

the popular music, let it serve for the music class, and to actively promote the development of music class in our country, we need to thoroughly to study the feasibility of popular music into the middle class.

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Analysis on The Problems and Countermeasures of Enrollment in Higher Vocational Colleges in The New Era

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Abstract: With the continuous development of China's education, in the context of the continuous improvement of social and economic level, the state has issued a lot of new policies on student education, to ensure that all students can receive a good education, so many higher vocational colleges have been established to provide learning platform for students with the help of higher vocational colleges to cultivate more excellent professional talents for the society However, there are many problems in the enrollment of higher vocational colleges, which need to be solved by effective measures. This paper mainly analyzes the problems existing in the enrollment of Higher Vocational Colleges in the new era, and formulates relevant countermeasures for reference.
Key words: new era; higher vocational colleges; enrollment problems; solutions

1.INTRODUCTION

The source of students is the basis of running a higher vocational college. As the key work content of higher vocational colleges, we should improve the quality of students on the premise of ensuring the number of students, and promote the double improvement of enrollment rate and employment rate of higher vocational colleges. However, due to the increasing number of higher vocational colleges, in the case of higher education popularization rate, higher vocational colleges begin to be short of students, and the quality of students is also gradually declining. In the new era, higher vocational colleges should base on the existing problems, formulate targeted solutions, improve the quality of enrollment, and ensure the sustainable development of higher vocational colleges.

In recent years, China's education is booming, and higher education is also developing rapidly. In such a development situation, the enrollment scale of higher vocational colleges is gradually expanding. However, in the new era, the enrollment problems of higher vocational colleges are becoming more and more prominent, which not only affects the quality of students, but also restricts the employment rate of higher vocational colleges to a certain extent, and affects the reputation of higher vocational colleges It is conducive to the sustainable development of higher vocational colleges. Therefore, in order to promote the development of Higher Vocational Colleges and improve the quality of higher vocational colleges, it is necessary to analyze the problems existing in the enrollment work of Higher Vocational Colleges Based on the current situation of enrollment work.

(1) The number of students decreased gradually
The number of students in higher vocational colleges has experienced the trend of continuous growth, and gradually began to decline, especially after the introduction of the policy of expanding the enrollment scale of higher vocational colleges, most of the higher vocational colleges can not reach the expected number of students. Therefore, in order to complete the enrollment plan and improve the number of students in higher vocational colleges, many colleges and universities have reduced the enrollment standard, which brings about the development of the school The malpractice, because the quality of students is not up to the standard, will affect the employment rate of higher vocational colleges, and even cause the decline of reputation in higher vocational colleges, which will limit the development of higher vocational colleges.

(2) The registration rate of freshmen is low
In higher vocational colleges, there is still a problem, that is, the registration rate of freshmen is generally low. Through investigation and analysis, the reason for this problem is that in order to meet the enrollment plan and complete the enrollment task, higher vocational colleges will gradually reduce the score line in the enrollment work, and many parents are influenced by exam oriented education, and there are certain biases against higher vocational colleges, in addition to the popularity of the school Therefore, they often encourage their children to study again for one year and take part in the next year's college entrance examination, which is the main reason for affecting the registration rate of higher vocational college freshmen.

(3) The quality of students is declining
With the reform of higher education, in recent years, the scale of higher education enrollment has been expanding, most students are more inclined to general higher education, the enrollment work of higher vocational colleges is facing greater pressure, most vocational colleges in the past enrollment management blindness characteristics are obvious, "you can go" has become the symbol of higher vocational colleges at this stage, the main reason is in the enrollment work The emphasis on the number of students, ignoring the importance of the quality of students, resulting in a continuous decline in the quality of students, not based on the long-term development of the school [1].

(4) Enrollment publicity is not in place
The quantity and quality of students will directly affect the development of higher vocational colleges. As the basis of the development of higher vocational colleges, enrollment

is very important. Vocational colleges do not have to focus on expanding the number of students, but should constantly improve the quality of students and promote the employment rate of higher vocational colleges. In the past, the enrollment publicity work was not in place, and the school running characteristics of higher vocational colleges were not publicized, so students did not understand the higher vocational education and could not attract the attention of students and parents. Therefore, it is very important to do a good job of enrollment publicity.

2. COUNTERMEASURES TO SOLVE THE ENROLLMENT PROBLEMS OF HIGHER VOCATIONAL COLLEGES IN THE NEW ERA

(1) Set up a special enrollment project management team

Enrollment work is carried out every year in higher vocational colleges, which has a certain timeliness. In order to ensure the quality of enrollment, it is necessary to establish a professional and high-level enrollment project management team, which is specially responsible for the development of enrollment work in higher vocational colleges, so as to ensure the timeliness of enrollment work in higher vocational colleges. According to the specific requirements of the state for the enrollment of higher vocational colleges, combined with the characteristics of higher vocational colleges, it is necessary to formulate clear enrollment objectives, not based on the number of students, but to effectively control the quality of students, so as to attract a large number of candidates to join, gradually increase the number of students, and effectively solve the current situation of the continuous decline of students in Higher Vocational Colleges [2]. In addition, the personnel in charge of enrollment should have a strong sense of responsibility, be based on the long-term development of the school, adhere to the principle of fair and just enrollment and conscientious and responsible work attitude, seek truth from facts, and do not exaggerate the quality of the school, so as to ensure the orderly development of enrollment work in higher vocational colleges.

(2) Optimizing and perfecting the enrollment policy of Higher Vocational Colleges

A good enrollment policy can not only improve the competitiveness of vocational colleges, but also continuously improve the quality of students. The enrollment work of higher vocational colleges should be based on the principle of serving candidates, provide guidance and help for candidates to apply for the examination, help candidates clarify their intention to enter higher education, and choose more promising majors [3]. This requires higher vocational colleges to continuously optimize and improve the enrollment policy, from the college enrollment form, specialty setting, school scale and other aspects, strictly manage the student source information, make up for the shortcomings of the traditional enrollment policy, focus on the advantages of higher vocational colleges, let students know the future development trend, so as to continuously improve the number of students on the basis of ensuring the quality of students To promote the employment rate of higher vocational colleges, and then change parents and students'

cognition of higher vocational colleges, strengthen the reputation of higher vocational colleges, expand the influence of higher vocational colleges, and realize the sustainable development of higher vocational colleges.

(3) Expanding enrollment channels

In view of the low enrollment rate of new students, higher vocational colleges can gradually expand the enrollment channels, not only limited to the unified enrollment after the college entrance examination. For example, the Enrollment Office of higher vocational colleges can connect with ordinary high schools, expand the popularity of Higher Vocational Colleges in ordinary high schools, carry out separate enrollment work, and recruit students in advance in the form of separate enrollment in spring, which can effectively improve the number of students and solve the current situation of low enrollment rate of students. It is necessary for higher vocational colleges to carry out fine management of enrollment work, do a good job in market research, plan setting, capital allocation, communication feedback and other related work, fully understand the enrollment policy of ordinary colleges and universities, make clear the orientation of higher vocational colleges, and highlight their own professional characteristics, so as to play a positive role and gradually improve the popularity of Higher Vocational Colleges in similar colleges To do a good job in the education work of higher vocational colleges, as a capital to attract the attention of students, so as to highlight the effect of enrollment in the expansion of enrollment channels.

(4) Do a good job in enrollment publicity

Publicity work is the main way to improve the popularity of higher vocational colleges. It is necessary to pass on the school running concept, professional characteristics and development direction to parents and examinees, so that they can make clear the school running concept of higher vocational colleges, which is conducive to the examinees to choose the higher vocational colleges and carry out professional learning according to their own professional intentions. This highlights the importance of publicity work. Higher vocational colleges and ordinary colleges are different in enrollment. In order to ensure the development of higher vocational colleges, in the process of enrollment, we need to take the initiative to attract more students. First of all, we should do a good job of publicity planning, including the design of publicity pages, layout, layout, and content selection, and design eye-catching Only in this way can the candidates have the desire to read carefully and avoid the phenomenon of blindly following the trend. Secondly, the choice of content should be based on the school's school running concept and education mode, highlighting the school's professional characteristics, so as to make the candidates and parents realize the development prospect of the major, and ensure the timeliness of publicity efficiency. Finally, expand the publicity channels, with the advantage of the Internet, put relevant enrollment information on the major network platforms, and then achieve the purpose of publicity.

3.EPILOGUE

To sum up, the effectiveness of higher vocational college enrollment directly determines the development of the

school. In the enrollment work, higher vocational colleges should deeply analyze the current enrollment problems and formulate targeted solutions. In the new era, higher vocational colleges should constantly optimize and improve the enrollment policy, improve the teaching quality and ensure the employment rate of higher vocational colleges, so as to create a good education image and improve the timeliness of enrollment.

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On the Curriculum Reform of Automobile Major in Higher Vocational Colleges

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Abstract: With the rapid development of society, many higher vocational colleges pay more and more attention to the automobile specialty. Although the reform of this professional course has certain effect, many factors also affect the progress of automobile professional course, so it is difficult to cultivate excellent talents of automobile specialty. Based on this, this paper takes the automobile specialty of higher vocational colleges as the starting point, analyzes the problems existing in the curriculum reform of automobile specialty, and puts forward corresponding countermeasures, hoping to point out a new direction for the curriculum reform of automobile specialty.
Key words: Higher Vocational Colleges; Automobile Major; Curriculum Reform

1. PROBLEMS IN CURRICULUM REFORM OF AUTOMOBILE MAJOR IN HIGHER VOCATIONAL COLLEGES

In the 21st century, with the deepening of the reform in the field of education, more and more attention has been paid to the automobile specialty, and the positive role of the automobile specialty in the practice course has been recognized. Therefore, many higher vocational colleges are also carrying out reform on automobile professional courses, which inject new vitality into the professional courses. However, there are still some deficiencies in the actual teaching reform, such as the lack of targeted teaching mode, the lack of advanced teaching ideas, the lack of educational resources and so on. All of these problems have a negative impact on the curriculum reform of automobile major in higher vocational colleges, which has seriously hindered students' learning of deeper knowledge, and also affected the status of colleges and universities. In order to promote the curriculum reform of Automobile Specialty in Higher Vocational Colleges to a higher level, this paper focuses on the curriculum reform of Automobile Specialty in higher vocational colleges, which has certain practical significance for this field.

(1) The traditional teaching mode limits the development needs of students

At present, many higher vocational colleges ignore the organic combination of theory and practice in the teaching of automobile specialty, and usually only impart relevant theoretical knowledge to students without paying attention to the improvement of students' practical ability [1]. The teachers who are engaged in automobile professional work are often graduated from professional classes without strong practical operation ability. As a result, teachers often carry out teaching through their own experience. They combine the contents of textbooks together and instill relevant knowledge for students by oral way. They think that this is helpful for students' learning, but students' life experience is less, and they are not good for the outside world A variety of new things lack of clear understanding, can not timely and accurately understand the knowledge imparted by teachers, so students are more passive in the process of receiving knowledge, teachers can not fully stimulate students' interest in learning automobile related knowledge, and even lead to students' boredom and loss of confidence in learning knowledge [2]. This is not consistent with the original intention of automobile professional education in higher vocational colleges. It is very difficult to train students to become practical talents.

(2) Lack of educational resources of automobile major in Higher Vocational Colleges

There is a very lack of automobile professional education resources in higher vocational colleges. There is a high similarity between automobile professional guidance and professional theoretical knowledge. Due to the lack of education resources, the actual operation base is not advanced enough, and the theoretical knowledge presents a fuzzy state. It is difficult to show the specific state of automobile specialty. The limited teaching resources become students' improvement of automobile The "stumbling block" on the road of understanding ability of automobile major leads to great difficulty in the process of learning automobile professional knowledge for higher vocational college students.

(3) Teachers are weak

Because higher vocational colleges are special compared with other colleges, higher vocational schools set a lower threshold for teachers' academic qualifications in the process of recruiting teachers. In some aspects, there are still some differences between Higher Vocational Colleges and traditional university professors and lecturers. Therefore, higher vocational teachers do not master all the knowledge and have certain shortcomings when they are teaching in automobile specialty, so students also have some shortcomings Unable to master all the knowledge, the weakness of teachers has seriously affected students' mastery of knowledge.

2. COUNTERMEASURES TO IMPROVE THE CURRICULUM REFORM OF AUTOMOBILE SPECIALTY IN HIGHER VOCATIONAL COLLEGES

(1) Changing the traditional teaching mode

In the teaching of Automobile Specialty in higher vocational colleges, teachers should abandon the traditional teaching mode, innovate the teaching mode constantly, make it more scientific and reasonable, and pay attention to the cultivation of students' innovative ability. It is not only teachers and students, but also

intimate friends to change the identity of teachers' inheritors and establish a good cooperative relationship with students. Higher vocational colleges also need to pay more attention to the comprehensive ability of teachers, carry out regular education and training, so that teachers can continuously learn more advanced knowledge, strengthen the in-depth understanding of the automobile specialty, promote the teaching mode to keep pace with the pace of the times, optimize the teaching concept, enhance the sense of honor and responsibility of teachers, and maximize the comprehensive ability of students [3].

(2) Pay attention to practice teaching

The most effective way to improve students' innovation ability is to focus on training students' practical ability. Good practice can make students grow rapidly and provide good guarantee for the improvement of students' innovation ability. Through practical operation, students can experience the benefits of automobile professional courses, deeply understand automobile professional knowledge, and sublimate automobile specialty from theoretical knowledge to practice [4]. In addition, as an important part of higher vocational colleges, if we want to make students obtain ideal learning effect, higher vocational colleges must build a perfect automobile professional experimental system, which can be applied to the experimental teaching of automobile specialty, which has a positive impact on students' learning and development.

(3) Strengthening the teaching staff

Teachers play a decisive role in the learning level of students in higher vocational colleges. With the continuous development of education reform, it is more and more clear that teachers play a leading role in the classroom. However, this does not reduce the requirements for teachers, on the contrary, it increases the requirements for teachers. In the process of teachers playing the leading role, they must have a very good command of teachers Only with high professional ability, can we really teach students relevant knowledge. When students discuss, they can accurately find out problems and have the ability to solve problems [5]. Therefore, higher vocational colleges must take the improvement of teachers as an important agenda. First, it should focus on training the professional ability of in-service teachers, regularly organize relevant training and education meetings, broaden their horizons and improve their knowledge level; second, they should strictly check the recruitment process, set higher application threshold, and strictly inspect the professional ability and comprehensive quality level of teachers To introduce more teachers with strong professional ability and high comprehensive quality.

4.EPILOGUE

To sum up, in the future development path, higher vocational colleges need to adjust their own teaching methods, integrate more innovative elements, eliminate the single teaching method of automobile specialty of teachers, improve students' learning enthusiasm, strictly check the recruitment process of teachers, introduce high-quality professional talents for colleges, and teachers should be reasonable when teaching The combination of theory and practice can make the abstract and boring knowledge more understandable, increase students' own ability, change their identity in teaching, and become friends with students, so that students are willing to actively ask questions, and should continue to cultivate students' practical ability, so as to realize the overall development of students.

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On the Application of Vocal Singing Skills in Chorus

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Abstract: The chorus is a magnificent movement composed by the convergence of the chorus soul. A perfect chorus is closely related to the mutual trust, cooperation and common pursuit of musical ideals among the chorus members. The chorus needs a unified planning and layout, and singers need to have an effective grasp of vocal singing skills, and then make good use of them in the chorus, so as to better show the artistic charm of the chorus.
Keywords: Chorus; Vocal Singing; Skills; Using

1. THE RELATIONSHIP BETWEEN "SOUND" AND "EMOTION" IN CHORUS

As we all know, singing is the beautiful art of combining music and lyrics through sound. Singing in the literary art of the composition of the language, plus the composition of beautiful melodies have been able to sing a special language. In the middle of the singing requires the singer to be correct in the standard pronunciation of the lyrics, and a comprehensive grasp of the meaning of the lyrics and feelings, to be able to sound the perfect interpretation of the works. Therefore, it is of great significance and value to study the training and application of singing language in vocal music singing.

Emotion is the soul in musical works, and the key of chorus is to convey the emotion contained in musical works. Therefore, although there has always been a controversy about the emphasis of "sound" and "love" in the chorus, most vocal artists always believe that "sound" and "love" have the same important position in the chorus, and both are indispensable, otherwise the chorus will lose its due charm. "Emotion in sound by acoustic folk," this is our country the ancients to sing the wisdom of the summary, also apply for vocal music, musicians in the vocal music works always draw inspiration from the daily life, and then their feelings and thoughts on life into the vocal music works, and then give vocal music works is more profound meaning. Therefore, for vocal singers, before the interpretation of a vocal work, need to do a good job in the early stage of preparation, such as familiar with the lyrics content of the work, accurately grasp the creative intention and emotion, so that the real "voice and emotion" to sing.

For excellent vocal music singer, has a good voice is a precondition is superior to the others, but its realization in the process of singing "related", the song can be exciting, touching the key needs to be into singing vocal music singer's sentiments, infection with contain deep feeling of song audience's ears and heart. Of course, to achieve the "sound and emotional" singing effect, should also pay attention to the appropriate selection of vocal singing skills, only strong emotional outpouring, and no accurate superb singing skills to add color to vocal singing, also can not achieve the ideal effect. In the art of vocal music, "sound" and "emotion" are interdependent and mutually restricted, and they need to be coordinated through the corresponding vocal singing skills, so as to achieve perfect vocal singing effect. Thus it can be seen that the importance of "sound" and "emotion" in the process of vocal art performance. The singing of "sound and emotion" not only requires the singers to interpret the vocal music works with deep feeling, but also requires the singers to use appropriate singing skills.

2.THE ROLE OF VOCAL SINGING SKILLS IN CHORUS

2.1 Sound music performance and singing skills make the singing skills of the inner depth

Vocal singing skills make the meaning contained in musical works as well as the creator's thoughts and emotions effectively expressed and appropriately deepened. Through appropriate vocal singing skills, the chorus often expresses the creator's thoughts and endends the song with new connotations, so as to make the musical works more vivid, more vitality and appeal, thus arousing the audience's strong ideological resonance. While improving the level of chorus, it can also improve the audience's judgment level of musical technique and their understanding of musical connotation, so as to improve the audience's aesthetic level of art. Such as: in order to showing the national spirit of perseverance in the first chapter of the Yellow River chorus "Yellow River chantey, male chorus embodies is a kind of very wild beauty and power of the United States, female voice chorus shows is a kind of pure and fresh and natural beauty of the hills, while men's and women's chorus highlights the beauty of a unity upward, and it is all very superb singing skills. It is through the perfect vocal singing skills and noble, unremitting national spirit of the perfect combination, so that the Yellow River Chorus has become a masterpiece.

2.2 Vocal singing skills can better express the chorus's emotions

With the continuous improvement of people's living standards, people's aesthetic concepts are also constantly changing, in order to clear up because of people's ideas Changes brought by the understanding of choral barriers, choral emotion and vocal singing skills are also advancing with The Times. In the chorus, vocal singing skills and works of emotion is closely related, vocal singing skills is the externalization of emotion, is the expression tool of emotion, and emotion is the inner vocal singing skills, is the purpose of vocal singing skills. If the emotion lacks the support and decoration of vocal singing skills, it will

be rough, and correspondingly, vocal singing skills without the emotional filling and enrichment, it will lack the soul and become a simple skill piling up. A perfect chorus of a song must be the final result that is shown through a series of excellent vocal singing skills on the basis of the singers' profound understanding of the song connotation. The process in which the chorus expresses the emotion of the work through appropriate vocal singing skills is the process in which the singer externalizes the emotion of the song. In this process, the audience has a certain resonance, thus feeling the deep meaning of the work and comprehending the beauty of the work itself. In Noco! In my Sun, in the first part, in order to show the yearning and expectation between lovers, the chorus sings with soft tone and alternating strong and weak skills according to the melody changes of the song. In the second part, full and passionate voice is used to express the sincere praise to lovers, which makes the emotion of music reach the peak, so that the emotion of works and vocal singing skills match seamlessly, and also highlights the importance of vocal singing skills for chorus.

2.3 Vocal singing skills can embody the style of choral songs

Emotion is the soul of a choral song, and the style of the song is also crucial to the expression of emotion, all of which should be based on good vocal singing skills. Different countries in the world or different ethnic groups in the same country have great differences in their customs and cultural qualities, which leads to different styles of songs in the world, and these differences are mainly reflected in the flexible use of vocal singing skills such as vocalization, tone and intonation in chorus. In western music, different creators have their own unique styles, and the musical styles of different countries are also quite different. An Italian style that emphasizes beautiful timbre and a rich, powerful voice. In multi-ethnic countries, the styles of songs vary greatly due to the different cultures and customs of different nationalities and regions. There is a great difference between the styles of songs from the south and those from the north. The styles of songs in the North tend to be clear and neat in sound with large fluctuations in rhythm, while the styles of songs in the south tend to be gentle and delicate in sound with relatively smooth rhythm. For example, in the singing of Jasmine Flower, the singing style of jiangnan makes us feel unusually delicate and soft, while the singing style of northern China gives us a humorous and cheerful impression. For another example, Mongolian prefers to use some vibrato technique to sing drawl, Uygur is good at creating a relaxed and humorous musical atmosphere with rapid alternations of sound, while Tibetan singers show their open feeling by the wide swing of sound. The use of vocal singing skills by some nationalities can enable us to understand its cultural characteristics and customs to the greatest extent. Therefore, in the actual chorus process, different vocal singing skills should be appropriately used according to different national or regional characteristics, so as to better express the connotation of the song and enable the audience to better accept it.

2.4 Vocal singing skills inject fresh blood into the chorus

Choral art in different countries is constantly developing and progressing, and the development of choral art is inseparable from the effective use of increasingly perfect vocal singing skills, so as to form a choral art with its own characteristics. The development of culture is always constantly collision and fusion, and the formation of chorus skills is no exception. The effective use of vocal singing skills in chorus is also the result of continuous absorption of other excellent skills. In the development of choral art, the mutual penetration and attraction of different vocal singing skills are the inexhaustible driving force leading to the healthy and stable development of choral art. Only by properly positioning the vocal singing skills in chorus can we make the choral art develop further.

3. SPECIFIC APPLICATION OF VOCAL SINGING SKILLS IN CHORUS

3.1 Shape the artistic image in the song through the constant change of timbre

Tone that chorus own voice features, such as sound, tone, etc., and different timbre effect for the expression of emotion is different, different tone bring audience's feeling is also different, such as some singers to the audience the feeling is sound special open bright meteor, some depressed is synonymous with cadence, secondly, the audience perception of singer voice quality under different state of mind is also different, such as happy, the audience are more comfortable with timbre open meteor bright song, and when sad, the audience is prefer to depressed tone of the song. From this we can realize the role of timbre in shaping the artistic image of songs. Different styles, different emotions

Fundamental key also is different to the requirement of timbre, this needs us to undertake specific assurance according to actual situation.

3.2 To express the artistic beauty of the choral songs through the transformation of sounds

The essence of the virtual and real transformation of the sound is the process of the sound getting stronger and weaker. The sound getting stronger and weaker and faster and slower, which is directly related to the twists and turns of the emotion of the chorus song, the chorus's overall grasp of the song, and the audience's perception of the song. In choral songs, choral singers should pay attention to the overall grasp of "gradual", so that it can be properly used in the song, so as to achieve a perfect choral effect.

3.3 Express the beauty of chorus art by alternating the speed and speed of the voice

We all know singing and endorsement is very different, but there are many people in the singing into the endorsement error, endorsement and singing the essential difference lies in the singing rhythm of the speed. How to deal with the problem of speed in songs is worth discussing. In the actual singing of songs, to meet the fast rhythm to maintain the due sense of stability and rhythm, do not rush; When encountering a slow rhythm, we should pay attention to the fluidity and flexibility of sound and pay attention to the emotional input. Only effective combination of speed and speed can better achieve the effect of chorus.

3.4 Compare the strength of sound at the beginning and the end of a choral song

In the process of expressing the song, the effective grasp of the sound is an effective way to express the emotion of the song. In the chorus process, the high and melodious forte can push the emotion of the song to the extreme and shock the hearts of the audience. The open, soothing, muted notes allow the listener to better appreciate the meaning of the song and thus resonate with it. In choral songs, if the intensity of sound is used accurately at the beginning and the end, it will leave a good impression on the audience, which is convenient for the audience to listen better and feel the meaning of the song and the skills of the chorus better.

4. CONCLUSION

In the chorus, vocal singing skills are an indispensable means, and the training of vocal singing skills is a long-term process, which requires singers to constantly accumulate and innovate in practice. Reasonable, effective, flexible use of vocal singing skills, can make our chorus more attractive, more able to arouse the resonance of the audience.

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Specific Application of Teaching Students in Accordance with Their Aptitude in Piano Teaching

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Abstract: Piano teaching is the combination of science and art, is the link between teachers and students. Teaching students in accordance with their aptitude is a subject that piano teachers will always explore. It is very necessary for students of all ages to rationally develop teaching methods suitable for their own development and use scientific and correct methods to learn the piano well.
Key words: Piano; Teaching; Teach Students in Accordance; Their Aptitude

1. TEACH STUDENTS IN ACCORDANCE WITH THEIR APTITUDE AT DIFFERENT AGES

Piano is a highly performing subject. Any student who learns the piano will be faced with the situation of onstage examination, performance and competition. The more experience you have in performing, the better you will be able to play the music in the performance. And performance experience is accumulated through playing on stage again and again. More students are encouraged to participate in various forms of performances, competitions and other activities, which can not only enhance their self-confidence and performance ability, but also help them to find their own shortcomings, so that they can accumulate more experience in practice and get better development. Perlman once said, "I would advise you to perform as many times as possible, to play for anyone, to give concerts or student concerts. The more we perform, the more we profit."

1.1 Children's "collective teaching"

Piano lessons are usually taught "one on one" (that is, one student per class hour). But in the teaching practice, this kind of teaching method is not suitable for the children who just learn piano. For one thing, the "one on one" teaching method is impossible to create a good learning environment for children and cannot stimulate students' learning emotions. They are often not attentive enough when learning the piano, which makes teachers turn from instructors into accompanying parents and children's learning become "passive". Second, the "one to one" way of teaching is also easy to make some timid children, in the psychological sense of oppression and tension, thereby reducing the confidence of students to learn, weaken their interest in learning, seriously affect the learning effect. "Group teaching" can avoid these disadvantages. "Collective teaching" also creates a good teaching environment for teachers, which is convenient to enrich the teaching content and activate the classroom atmosphere. For example, the combination of teaching knowledge and children's games, teaching through fun, to create a relaxed and harmonious, pleasant learning atmosphere for children, enhance children's interest in learning. This is not possible with a "one on one" approach. Children's learning is characterized by easy acceptance of perceptual things, so teachers should adopt more imitation, more inspiration for teaching. The advantage of "collective teaching" is that it enables students to learn scientific playing methods in comparison and identification. Students will find their own shortcomings in the comparison of playing with each other, take the initiative to correct them, and gradually raise their perceptual knowledge to rationality. Compared with the "one to one" approach, children learn in an environment without comparison and can only simply imitate teachers, which is not easy to meet the requirements. As a result, their enthusiasm for playing is often discouraged, their interest in playing the piano is easily weakened, and their future learning is difficult. Whenever students give their opinions and disputes to the students who play wrong, the teacher should give priority to encouragement and help them to raise their awareness in time. In this way, other students will be encouraged to study harder.

1.2 "Music Story Concert" for primary School students

Pupils have strong curiosity, and their learning enthusiasm is often dominated by interest. Teachers should pay attention to interest and practice when choosing teaching methods.

Piano playing is a performing art. It is very different for students to attend class and perform on stage. Therefore, students should be organized to perform on the stage as often as possible, so as to create as many performance opportunities for them as possible. By practicing on the stage, students' courage can be improved and their desire to perform music can be stimulated. In order to improve the students' understanding of music works, they learn to use language to express the feelings of music, inspired the imagination of music image and the way they portray, also in order to enrich the content of the concert, to make the students improve the interest in learning to play the piano and improve the cultural quality of comprehensive development ability, to develop intelligence, temperament, enhance the self-cultivation, therefore adopted a "concert music story" the integrating sisters art effective teaching methods.

Of course, the "music Story recital" is just a pedagogical means of trying to improve students' sense of music. The nourishment of musical imagination and expressive force is more from rich social practice, such as listening to music more, it is better to have the opportunity to directly

listen to and watch the conductor, singing and playing of famous musicians, feel more directly, in the enjoyment of "beauty", improve the sense of music. At the same time not easily let go of the opportunity to observe nature, such as the storm when the thunder and lightning, the beautiful rainbow after the rain, the horizon colorful sunset, such as the transformation of spring, summer, autumn and winter. These will leave in the child's mind a beautiful picture of nature, and will be reproduced in the sound of his piano.

1.3 "Efficient Piano Practice method" for Middle school Students

High school students have a heavy burden of homework and less time to practice the piano. However, their abstract logical thinking is in a rapid transformation from experiential to theoretical level, and they can use theoretical guidance to comprehensively analyze various things. Therefore, it is necessary to find ways to improve the efficiency of practicing the piano. The so-called "efficient piano practice" requires students to use their brains to solve the problems in the practice of the piano by means of theoretical logical thinking. Frequent use of the hand must be a conscious use of brain control, rather than finger movement to achieve the so-called "practice makes perfect". Junior high school students' thinking development is reflected in their ability to understand the complexity and regularity of things, so teachers are required to guide them to master learning methods and cultivate their ability to overcome difficulties. Because the process of practicing the piano is a process of consciously constantly overcoming difficulties, and music learning is a process of overcoming obstacles and pursuing a perfect realm, the concentration of attention and the firmness of persistent willpower will be gradually formed in the activities of practicing the piano.

There are many ways to practice the piano, such as breaking up practice, slow practice, as well as the practice of segmental practice combined with the whole method. When practicing the difficulty part, the method of "each break" can be adopted, and the technical difficulties should be practiced with emphasis, more practice and single practice. It can also be used to break down difficult phrases and practice them. And then put them together again, so that even the most difficult phrases can be smoothly through the difficulties, but also can see the music form, the law of expansion and contraction, get twice the result with half the effort. In practice, you should be good at using your ears to identify each note you play. In a sense, the ears are your best teacher. It can point out your shortcomings and improve your ability to identify. What we say practice piano, include practice hand actually, practice brain, practice body.

1.4 To improve the music cultivation of college students

Ideological has been basically mature, in the piano playing techniques have reached a certain difficult, with a focus on the art of performance should have depth, to learn their own independent in learning to deal with the music, learn to think, play each piece should understand the composer's life and times background, genre style, study the properties of the music and melody structure works. In the process of learning to let students know how it is also know why, from perceptual knowledge to theoretical knowledge, from the high-level, high cultivation of students.

For piano students should also ask them to learn some dance, art, poetry, literature and other sisters art, play some more vocal and instrumental music accompaniment, to know more about and contact each different historical period, each country works of different genres, different styles of various composers, rich mind, open field of vision, improve the art accomplishment, enhance the ability to control the work. Only with a really high level of musical accomplishment, can be called a pianist, not a craftsman.

1.5 "Teaching Content" for Adults

The adult life experience is rich, the experience is broad, the understanding is strong, to the teacher imitates the knowledge not simply, but must carefully experience, repeatedly pondered. In teaching, students often feel that the spirit is willing but the ability is insufficient, and the music they understand and feel cannot be reflected on the piano due to the long lack of basic skills in the fingers. Therefore, in the teaching to explain the main points clearly, with a variety of comparative identification of the "listening" way, so that students can grasp the scientific playing method as soon as possible, with their own ears to identify the practice, so can be less detour. For adults, it is a priority to learn how to touch the keys correctly and strengthen the five-finger practice. Otherwise, they cannot play any simple tunes.

2 IN THE CHOICE OF TEACHING MATERIALS SHOULD ALSO BE BASED ON THEIR SPECIFIC CIRCUMSTANCES TO CHOOSE

2.1 The choice of music for adult piano learning should be scientific and artistic

After learning the rudiments of playing, teachers can refine all kinds of general skills into one or two typical exercises according to different situations, and equip them with music of corresponding skills, so that the skills mastered by students can be applied and consolidated in the music immediately. Therefore, the etudes or music selected by teachers must be targeted, with each piece having its own special meaning. Can also choose more skills training value of music, like Bach's "creative music", "the British suite", the album of twelve-tone equal temperament, some relatively simple sonatas and fragments of Beethoven, schubert's "music moment", "impromptu" and Chopin "waltz" and so on, all can be a special practice solve some difficult skills, so that can solve the problem of corresponding techniques, but also expanding the scope of the adult understanding of music works, to enhance understanding of music works style each different historical period, it may be said to serve several. At the same time, you can also choose some modern music works of the 20th century, such as Bartok's "Small Universe", Prokofiev's "Instantaneous Question of Music", Kabalevsky's "Simple Piano Ditty" and so on. It is very helpful to enrich students' imagination and musical thinking ability and to understand modern music.

2.2 Teaching students in accordance with their aptitude in different conditions

Generally speaking, piano teaching is one-to-one. In addition, every student is quite different, so a piano teacher should teach students according to their aptitude. In this way, students can better promote the improvement of piano level. In ancient China, Confucius was good at understanding students according to their different characteristics. He put forward an effective method of understanding students by "observing their reasons, observing their causes and seeing what they want", so as to carry out targeted education. So should piano education.

2.2.1 Conduct differentiated teaching for different students

For students with an irritable personality, they tend to be upset because they don't play a good tune, and they don't practice properly. If they don't practice well, they will play worse. Such a vicious circle is absolutely impossible. In the face of such a student, the teacher should not only be impatient because he did not play impatient and impatient, but also should be patient and calm to find problems, find out problems, put forward solutions to problems, and urge students to have perseverance to complete. For example, if a student plays an etude but does not play well after practicing for a long time, the teacher can patiently help him analyze the reasons for his lack of proficiency and find out solutions. After break up can let him go to practice, practice skilled practice match a hand again, can match a hand practice points a phrase, a phrase to practice, practice good can then pick out the difficulties in practice, and then put the song over and over again to practice from beginning to end, from practice to speed up step by step to the original speed slow down, finally finish the work very well. If a student's personality is too mild, no matter what music he or she plays, he or she will not be able to arouse his or her spirit and passion, the teacher should try his or her best to be more vivid in teaching and give some interesting examples to convey the original boring theoretical knowledge.

For example, in a song named "Chorus of Frogs" in Thompson's first book, the teacher can say that the high pitch area in the song is the singing of small frogs when explaining the work to the students. Because the small frogs are young, their voice is very thin, so the volume should be lower when playing. And the bass is the old frog singing, because it's the old frog, so the sound is a little thicker. The last two parts are played at the same time, so to speak, the frogs sing together. And encourage students to play imaginary timbre. This will make a very simple piece of music very interesting, so that students are very active to accept and easier to meet the requirements of this piece of music, so that the interest in playing the piano will increase. To cultivate students' passion in playing music and increase their interest in playing the piano, students can also listen to more symphonies and watch more concerts, which can increase their sense of music and make them feel more aware of the music, so that they will not be numb when playing the piano.

2.2.2 Effective measures should be taken to fully develop students' piano skills

Every student has their own advantages and disadvantages. To give full play to their advantages, overcome and correct their shortcomings so that their piano level can be fully developed, which requires teachers to take different approaches to different students. For example, those students with strong ability and careless attitude can finish the music assigned by the teacher quickly, but they always make some mistakes every time they return to class. Most of the mistakes are caused by the carelessness of looking at the score when practicing the piano after class. At this time, the teacher can arrange a bit of difficult music, and strict requirements on their attention to excellence. For the sluggish students, we should encourage them to think actively and ask questions bravely. Students can be properly compared to the game, open their eyes, find the gap in the game, learning and progress in the game, do not be proud of winning, lose with grace. Teachers can also organize regular observation and report, which not only gives bold children the opportunity to show themselves, but also gives timid children the opportunity to exercise their courage. At the same time, it also enables parents to have a wide range of communication, which will greatly improve the piano performance of students and promote their ability to get greater development.

3. CONCLUSION

Piano teaching is a job with high technical content and strong technical strength. The author thinks that piano teachers also shoulder great responsibilities. Targeted teaching standards will enable students to exert their talents to the maximum extent without restriction. As a piano teacher, I adopt different teaching methods for different types of students, and timely find problems and solve them in the teaching process. Only in this way can I achieve good learning results. Piano teaching is also an art, teaching methods, teaching means, teaching language and other aspects should be tailored to students' aptitude. Teaching students in accordance with their aptitude is a long-term and arduous project, which is always worth studying and exploring for the vast number of music workers, composers and teachers engaged in piano teaching. Let us join hands to strive for the prosperity of Chinese piano art and culture!

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Application of Multidimensional Interactive Teaching Mode in Inorganic Chemistry Teaching

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Abstract: Inorganic chemistry is an important course of Chemical Engineering Specialty in higher vocational colleges. Through the study of inorganic chemistry, students' professional knowledge foundation can be consolidated, which is of great help to their future career development. The introduction of multi-dimensional interactive mode in teaching can improve classroom efficiency and optimize teaching quality, which is of positive significance for bringing into play the educational value of inorganic chemistry.
key word: Higher Vocational Education; Inorganic Chemistry; Multidimensional Interactive Mode; Application

1. OVERVIEW OF MULTIDIMENSIONAL INTERACTION MODE

Inorganic chemistry knowledge is more complex, and has greater difficulty, for higher vocational students, there are some difficulties in understanding. In the past chemistry classroom, teachers mainly use the indoctrination or cramming teaching mode, the atmosphere is dull, the content is boring, not only difficult to stimulate students' enthusiasm for active learning, but also easy to stimulate students' resistance psychology, which is not conducive to the future of studentsCareer development.Therefore, as a multi-dimensional curriculum reform mode, teachers should get a reasonable application effect in the multi-dimensional curriculum reform.

The multi-dimensional interaction mode is mainly reflected in the content multi-dimensional interaction and the subject multi-dimensional interaction. The content multi-dimensional interaction includes behavior, attitude, emotion and knowledge, and the subject multi-dimensional interaction includes group to group interaction, teacher-student interaction, and student-student interaction. Through the combination optimization of various teaching elements, students' enthusiasm for knowledge learning can be stimulated and students' innovation can be realizedThe collaborative development of ability, questioning ability, cooperation ability and team spirit.

2. APPLICATION PRINCIPLES OF MULTIDIMENSIONAL INTERACTION MODEL IN INORGANIC CHEMISTRY

2.1 subjectivity

In the introduction of multi-dimensional interactive mode, teachers should highlight the dominant position of students in the classroom, adhere to the basic principle of "practice before speaking, learning before teaching", encourage students to carry out autonomous learning, and give guidance and help to students in self-study, and strengthen the interaction between teachers and students in self-study.At the same time, in the classroom, teachers should follow the process of "putting forward questions, exploring students, discussing in class, answering questions" to arouse students' thinking. In the interaction between teachers and students and students, students can better master chemical knowledge and improve the activity and liveliness of the classroom.

2.2 equality

In the multi-dimensional interactive mode, equality is the most basic and important principle. In the classroom, everyone is in an equal position, including all students and teachers, who have equal rights of expression, questioning and participation. In the classroom group discussion, all group members should participate in the cooperation and discussion equally, and do a good job in the division of labor among the members of the group, so as to promote each group to form a learning force and improve in mutual learning and reference.

2.3 stratification

There are differences in the growth environment, personality, learning ability and cognitive ability of each higher vocational college student. The understanding degree of the same knowledge is different. Inorganic chemistry has certain complexity and difficulty, which also brings difficulties to students' learning.Stratification is based on people-oriented and teaching students in accordance with their aptitude. According to the characteristics of students' ability, hierarchical teaching can promote both excellent and poor students.At the same time, under the guidance of the principle of stratification, each student can get a better emotional experience, find the fun and self-confidence of inorganic chemistry learning, and feel the respect and care from teachers and students.

2.4 incentive

The multi-dimensional interactive model not only emphasizes knowledge transfer, but also pays more attention to emotional activities and teaching activities to bring students better emotional experience. Therefore, teachers should adhere to the "incentive" principle in teaching evaluation, give comprehensive and comprehensive evaluation according to students' classroom performance, and incorporate values, attitudes,

emotions and processes into the evaluation system.At the same time, the evaluation method should be mainly encouraging and encouraging, including comments, behavior and language. While pointing out the defects and deficiencies of students, it is necessary to maintain students' self-esteem, discover their progress, pay attention to their progress range, and encourage them to gain self-confidence through evaluation.

3. APPLICATION STRATEGY OF MULTIDIMENSIONAL INTERACTIVE MODE IN INORGANIC CHEMISTRY TEACHING

3.1 guide students to learn by themselves

In the multi-dimensional interactive mode, students' self-study is the first link. Based on the characteristics of inorganic chemistry course, teachers can introduce micro class to guide students' self-study.First of all, teachers make or select micro class videos according to the classroom content, and share the videos with students by using QQ group, wechat group and other social software, requiring students to study and watch independently in their spare time; secondly, in the process of autonomous learning by using wechat, students can timely ask for help from teachers for knowledge and content they don't understand, and communicate with teachers through wechatFinally, according to the feedback of students, the teacher will summarize the content that students are difficult to understand and explain it in class to help students better understand the difficult content.

3.2 focus on problem guidance

Questions are the key way of interaction between teachers and students in class. Teachers can not only grasp the students' understanding of knowledge points, but also can arouse students' thinking and deepen their mastery and understanding of knowledge points in answering questions.Therefore, teachers should combine the knowledge ability and cognitive law of higher vocational students, scientifically design problems, and play the role of guidance and interaction.For example, in learning the reaction between KMnO4 and Na2SO3, a certain amount of brownish black precipitate will appear. The teacher can ask the question: why do these two solutions react or produce brown black precipitates?Students should think actively according to the problems raised by teachers, realize the flexible use of knowledge, and deepen knowledge understanding in the interaction with teachers.

3.3 strengthen classroom interaction

In the past classroom interaction, teachers pay more attention to language interaction, that is to master students' learning situation and learning attitude through language communication. In the multi-dimensional interactive mode, teachers should not only pay attention to language interaction with students, but also highlight emotional interaction and behavioral interaction, so as to improve the effectiveness and teaching value of classroom interaction.First of all, some higher vocational students' chemical knowledge is relatively weak, lack of interest in inorganic chemistry content, and they are not willing to take the initiative to participate in the classroom. Teachers should pay attention to the role of emotional interaction in classroom interaction, give students encouragement and support, praise students' wonderful performance in the classroom, and promote students to participate in the classroom more actively under the emotional interaction; secondly, learnStudents are the main body of inorganic chemistry teaching, teachers should organize various forms of classroom discussion and interaction to promote students to complete the student student interaction in the discussion; finally, as the key component of inorganic chemistry teaching, teachers should make use of experiments to interact with students, and form a certain practical ability and innovative consciousness on the basis of consolidating students' experimental skills.

3.5 cultivate the emotion of teachers and students

The personality of contemporary vocational college students is more distinct, interest is the driving force to participate in learning, and the charm of teachers is also the key factor to stimulate students' interest. In the multi-dimensional interactive mode, teachers should form a good emotional relationship with students, and carry out emotional interaction under the guidance of harmonious teacher-student relationship.For example, teachers should care about and respect students with learning difficulties, and give them more guidance and help, so that students with learning difficulties feel the attention of teachers, and then actively carry out inorganic chemistry learning.

4.CONCLUSION

In a word, inorganic chemistry has a certain degree of difficulty in learning. The former solidified teaching mode is inefficient, which does not conform to the characteristics of contemporary vocational students. The introduction of multi-dimensional interactive mode can improve the efficiency and quality of the classroom, which is of great value to promote the curriculum reform and realize the development of students.

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A Brief Analysis of The Formation, Development and Evolution of the Central Tribe

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Abstract: As the second historical type of ethnic community development, tribe formed in the late primitive society. In the tribe, each member comes from the same ancestor, knows each other well, and has the same development direction and cooperation basis. In this period, the "Zhong" of the tribe is mainly reflected in the central position of the tribal leader in the tribe and the central geographical position of the tribe in its active area. On this basis, formed the "Central Earth", "In the Heaven and Earth" ideology.
Key words: Clan; Tribal center; Central Earth; Heaven and Earth

1. INTRODUCTION

With the appearance and widespread use of bronze vessels, the agriculture, animal husbandry and cottage industry level of the clan society were significantly improved, and the material materials within the clan were increasingly rich. But, with the increase of the number of the members of the clan and the clan adjacent links between the increasingly close and complicated, clan split, expanding, clan war between also come, merging, at this moment requires that people need to further improve the clan organization and the management way, tribes in the produce and gradually formed a special case.

Tribe is the second historical type of ethnic community development. Tribe formed in the late primitive society, by the same blood of two or more gens, phratries or by different, but linguistically related and adjacent gens. From the perspective of social development history, the development of clan to tribe is undoubtedly another progress of social development, because compared with the organizational structure of clan, the organizational structure of tribe tends to be more stable and perfect than that of clan. In addition to the common region, common language, common economic methods, common customs, common material culture, common spiritual culture, the tribe also set up some unique social organizations. For example, tribal councils and so on. Within a tribe, there are usually one or two relatively powerful clans, whose leaders have a strong voice in the tribe. With the improvement of tribes the economic level, tribes have been developed quickly, and scope of activities and rule of the tribe was originally already cannot satisfy the needs of the development of the tribes, tribal began to appear between the large-scale tribal conflict and military struggle, at this point, tribal alliances to begin to enter people's vision.

There are several main characteristics among the members of the tribal alliance. First, the members are related to each other by blood from the same ancestor. In the second place, for some external reason, the members had been separated from each other from the same gens or similar gens. Thirdly, the members know each other well, can communicate with each other, and the territory is adjacent to each other. Finally, the members share the same development direction and cooperation basis. As far as the function of tribal alliance is concerned, the main purpose of the inter-tribal alliance is to engage in military activities. They not only annex and invade the relatively weak surrounding tribes, but also take care of each other with the relatively strong surrounding tribal alliance to defend against foreign invaders.

With the formation of relatively stable alliance groups among the tribes, the term 'central' gradually gained acceptance among the tribes and society as a whole. The tribe 'central' has the following two characteristics:

First, in the tribal alliance, the leader of a certain tribe is at the center of the tribal alliance. The establishment of the central position of a tribal leader in tribal alliance institutions is not fixed, but changes with the evolution of time. For example, *<Shangshuyaodian>* describes numerous clans or tribes closely related to emperor Yao, Pushing up four generations (father, grandfather, great-grandfather, great-grandfather) and down four generations (son, grandson, great-grandson, great-great-grandson), the nine tribes are collectively known as the 'nine tribes', and these allied tribes have their own tribal totem names. From this, it can be seen that the Yao in the tribal alliance in its deserved position at the center.

During the reign of Shun, the organization of the alliance council tended to improve, Shun in the tribal alliance in the central position, for example, Shun had ordered Gao Tao in charge of punishment, and formulated and implemented the 'five religions', 'five punishments' to control the people, and above the society. However, it is important to note that during the period when emperor Yao and emperor Shun were in charge of their respective tribal alliance, they did not completely stand opposite to the masses in the tribal alliance as leaders. This is mainly due to three reasons: First, although the leaders of the tribal alliance are replaced by the 'abdication' system, the traditional system of 'selecting talents' and the anti-usurpation force within the clan are still very strong, so the tribal leaders cannot be determined by one person. Secondly, although emperor Yao and emperor Shun, as the leaders of the tribal alliance, held the main power in the tribal alliance and had absolute prestige in the tribal alliance, they still could not decide all the matters within the tribal alliance in comparison with the later emperors who held the power of life and death. Major matters concerning the tribal alliance can only be determined after

discussion by all the members of the alliance council. Finally, the alliance council consists not only of powerful clan leaders, but also of relatively poor and weak clan and tribal leaders. It is worth noting that during this period, the relations within the tribal alliance were still dominated by the blood relationship of the gens, and the economic strength and class contradictions between the gens did not exert much influence on the relationship structure within the tribal alliance.

During the period when Yu was in charge of the Huaxia tribal alliance, the relationship structure of the tribal alliance changed dramatically, among which the most fundamental change was that the election of tribal leaders had been changed from the original democratic election to the hereditary system. The establishment of this system fundamentally established the absolute voice of tribal alliance leaders in the tribal alliance and the absolute leadership position in the military, and finally established the absolute 'Zhong' position of tribal leaders in the whole tribe. During the reign of Yu, he determined his absolute prestige in the tribal alliance by virtue of his undeserved achievements in the war against the three Miao and his special achievements in governing the waters. During the Yu, the internal structure of tribal alliances have been completely disrupted, Yao periods of democratic deliberation and has gone, Yu has been able to easily determine members of life and death, the innards of tribal alliances can be evaded, council member of the increase and decrease no longer need to pass all the members of the council's collective discussion, but is decided by Yu own personnel, union councils actually no longer exists. During the reign of Yu, he organized his tribal alliance to fight everywhere and carried out predatory and aggressive wars against other tribes for a long time. Yu's family members gradually replaced the members of the alliance council and took control of the vast lands of the Huaxia tribal alliance. Under the cultivation of Yu, Qiye, son of Yu, became the successor of the tribe of Yu alliance. At this point, the hereditary system finally replaced the abdication system, and the position of the tribal leaders in the 'Zhong' was firmly guaranteed.

Second, the geographical location of the tribal alliance or tribe is central to the region in which it operates. It can be seen from the historical data that the tribal alliance formed in their respective areas by Yao, shun and Yu, the three tribal leaders with both political integrity and ability, was the 'Zhong' of the largest tribe at that time.

The activity center of the Yao tribe, with the Yao clan as the main body, was first near tang county, Hebei province, and later moved to Pingyang area, Jizhou city, Shanxi Province due to the pressure of flood. The living center of shun tribe with shun clan as the main body should be near Yongji, Shanxi. Yu clan as the main body of the yu tribe living center should be in today's Yicheng, Xiaxian area. From the above facts, it can be seen that Yao, Shun, Yu and other tribes, on the basis of the proliferation of tribes, all formed a large tribal group centered on their own tribes, which mainly operated in the southwest of today's Shanxi Province.

With the rapid expansion of powerful tribal alliances, their leaders are increasingly looking across the land. Thus, the consciousness of 'earth central' gradually appeared in people's mind.

Ancient people's understanding of 'earth central' is obtained through the observation of the shape of heaven and earth and the orbit of celestial bodies. The process is roughly divided into three stages: 1. Myth stage. In this stage, people attribute all the natural phenomena that happen in nature to human activities, and the power of human beings is greater than the power of heaven, earth and nature. Such as: Pangu opened the world, Nvwa used stone repair days and other legends. 2. Flat sky theory stage. At this stage, due to the limitation of human knowledge, the cognition of nature can only stay in the four directions of up, down, left and right to understand the heaven and earth. 3. Stage of Huntian theory. At this stage, with the improvement of human's knowledge level and the deepening of human's cognition of nature, human had their own understanding of the orbit of celestial bodies and the occurrence of celestial natural phenomena. Through observation, human found that celestial bodies were spherical.

As early as in the pre-Qin period, with the deepening of ancient people's cognition of the nature and upper and lower directions, people put forward the view of 'the sky is round and the earth is round'. The ancient people called the mysterious vastness of the universe 'the sky'. The place that people live on is called 'ground', the ground is under people's feet. At that time, people only felt that the numerous celestial bodies in the universe were constantly making a similar circular motion, while the earth was flat and of limited size, hence the concept of 'round heaven and earth'. Since the earth is flat and of finite size, there should be a place at its 'center, ' and the idea of 'earth central' was born.

With the emergence of the concept of 'earth central', people naturally ask where the earth is. At that time, the most popular is 'Luoyi doctrine in the ground'. According to <*Shangshu*>, in the 11th century BC, the duke of Zhou, in order to find the 'center' of the earth so as to establish a new capital city, used Guihe table to observe the length of the sun shadow to determine the 'center' of the earth. 'to measure the depth of the soil by the method of the earth. The sun is in the sky, the ruler has five inches, called the land. The most direct evidence of 'Luoyi earth central theory' is the most convincing physical evidence of 'Luoyi earth central theory'.

With the formation of the theory of 'earth central', the concept of 'heaven central' has gradually come into people's vision. According to the record of <*Runan Chongxiu Xianzhi*>, 'Yu divided the world into nine states, Yu into nine states, and Ru into Yuzhou. ' Therefore, Yu built earth and stones to remember it and marked the middle of the sky, which is called 'heavenly Zhong mountain '. Tianzhong mountain is a circular hill two kilometers north of Runan county, Zhumadian city, Henan province. It covers an area of 540 square meters and is 3.6 meters high.

2. CONCLUSION

The saying of 'between heaven and earth' mainly

originates from Songshan region. Since ancient times, the populace, influenced by the ruling class and religious consciousness, has generally held the people in the middle in reverence. Therefore, in order to win the hearts and minds of the ancient emperors, on the one hand, and in order to rule and control the territory of the whole country more conveniently, the emperors in ancient times would try their best to make themselves live in the "the central of heaven and earth" and link their major activities with the 'Zhong'. According to historical records of *<Zhoujifa>*,' I look after the central plains of China, look farther south than Santu, I look farther north than Yue, I look farther south than river. ' It can be seen that Luoyang not only has a beautiful natural environment, but also a superior geographical location, which provides great convenience for vassals to pay tribute to the four sides.

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The Extended Meaning of 'Zhong'

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Abstract: Since ancient times, the evolution of the "Zhong" category is not only a change process from complex to simple, but also the concrete embodiment of people's persistent "Zhong" thought. With the progress of social civilization and human knowledge structure, the growth of human respect not only embodies the meaning of "Shang Zhong" category in the aspects of content, but further expanded to various fields, agricultural society "Shang Zhong" culture, archery culture, "tribes" bow doctrine, theory of earth central, theory of heaven central also gradually appear in people's field of vision.
Keywords: Zhong; Clan; Bow and arrow culture

1.THE CONCEPT OF "SHANGZHONG" IN AGRICULTURAL SOCIETY

Agricultural civilization is the first civilization period in the history of our country. During this period, people used the most primitive agricultural tools to produce, work and raise livestock to support their livelihood. Therefore, the production environment, the quality of the living area's weather conditions and the degree of the geographical environment determine their own closely related clothing, food, housing, transportation. Due to the severe influence of the external natural environment, compared with other nations, the early people of our country spent more energy on how to deal with the harmonious relationship among the sky, the earth and the human beings.

The concept of "Shang Zhong" is a theory of universal consciousness based on people's understanding of agricultural production and life in the early agricultural society of China. In the period of agricultural society, due to the influence of a large number of external factors such as production tools, living conditions, means of labor and scope of cooperation, people's harvest from the nature is extremely limited. In order to make their own living environment, and effectively improve farming income, not only to their ancestors often share their obtained from observation, experience, summed up all kinds of sports stars, climate change, seasonal change, such as astronomical information, and to sum up the experiences of various planting and try to select excellent species and eliminating the inferior, and taught the experience unceasingly to the next generation. They study and look at the sun, moon, stars and other heavenly bodies change rule, summarizes the day, as well as the relationship between and among crops, seek and find the exterior factors that restricted crop and human beings should follow the activities of the law, combined with all changes phenomenon, ultimately contributed to all things is a perennial mysterious factor is the structure of the male and female of all things, the law of the five elements, as well as the combination of firm soft take secondary factors, combination of Yin and Yang, both ends. Thus, the concept of "Shang Zhong" stands out from the accumulated summary, and is regarded as the rational behavior mode of daily practice by people, and is finally solidified. Among many things, the important factor that promotes the emergence of the concept of "Shang Zhong" is agricultural production activities. Through summary, people find that the factors that restrict agricultural output are mainly stars, seasons, drought and flood, climate, planting geographical conditions and other natural factors. In order to make their own labor and income in direct proportion, the first people gradually explored a set of people and nature harmonious coexistence of the law of development.

What needs people's attention here is that the agricultural production activities of early ancestors not only profoundly reflect the ideal state of harmonious coexistence between human and nature, human and the earth. More importantly, the farming experience also solidifies the concept of "Shang Zhong" into People's Daily activities, prompting people to think rationally about the origin, root and center of the three aspects of heaven, earth and human. For example, on the question of who is the center between man and the sky and the earth, it is firmly believed that the sky is irrefutably at the center. The "sky" is a symbol of great power, which can control everything in the world and restrict the development of everything. When choosing where to live as a clan or tribe, people chose the place close to the water source, with water as the center. However, the final decision of these matters is in the hands of people, who can grasp and transform the limited living environment around to adapt to their own development needs. Among the respected elders in the ethnic group, the elders are at the center and have more say. From this we can see that in the agrarian society, "Zhong" is the essence of all things and the source of power. If people want to survive and develop, they must try their best to get "Zhong" or live in harmony with "Zhong". Under the impetus of this thought, "Shang Zhong" thought is the general trend of The Times and has become the mainstream value concept of people naturally. Since "Zhong" is the essential element of handling all affairs in the eyes of ancestors, people should unconditionally accept the "Zhong" which is not controlled by people. But what about those "Zhong" people who are most likely to choose from and weigh in? There are two ways to deal with it: first, according to experience. First people will be their lifetime observation, summary of all kinds of natural phenomena, all kinds of reality and various methods of dealing with affairs to teach later generations, most of which can be summarized as how to solve the problem of 'Zhong'. Second, through divination and sacrifice. Limited by the level of knowledge, the ancients revered the uncontrollable,

mysterious "Zhong". If people want to be protected by the gods, they can only use the sorcerer to conduct divination and pass their wishes to the gods through the sorcerer.

2. THE CONCEPT OF "SHANG ZHONG" IN ARCHERY CULTURE

The reason for the emergence of the bow and arrow culture is that in the period of agricultural society, the emergence and development of animal husbandry was just to assist agricultural production and enrich People's Daily needs in terms of food. The main role of the bow and arrow is no longer used for war and hunting, but as a sacrificial vessel, was endowed with more cultural functions, and also as a tool of competition, entertainment, war. That is to say, the bow and arrow in this period is an external embodiment of the concept of "Shang Zhong".

First of all, "to shoot at a target" means to find the target or object and then shoot at it. Secondly, "arrow to the right" refers to the arrow to hit the key, accurate direction. In the end, archery requires to hit the target with one arrow. The ultimate goal is to hit the target. If you fail to hit the target, you should "reflect on yourself", look for reasons in yourself, and observe whether your virtue is right and whether you lack of "fair virtue", so as to achieve the state of "integrity".

In the late period of ancient bow and arrow culture, archery was prevalent in Shang and Zhou dynasties. The ritual of archery mainly includes four kinds. The first one is the big archery, which is the ritual of archery held by the son of heaven and the vassal. The second is the objective archery, which is mainly carried out in the vassal states, and the ritual of archery is held when they appear before the emperor or meet with each other. The third is the swallow, in the swallow rest period. The fourth is the rural-firing, which is used as a ceremony for local officials to appoint officials. From this, we can see that the concept of "Shang Zhong" has formed the theoretical thought of "Zhong Dao" after being separated from the influence of politics and culture.

3. "TRIBAL CENTRAL" DOCTRINE

The formation of "tribal central" theory is a concept that was finally formed after the development of several important periods such as clan, tribe and tribal alliance. What is more important is that the development process of "tribal centralism" is not some theory of biology or anthropology, still less the subjective imagination of idealism, but only the development law of the mode of material production, whose development motive force is the development of productive forces and production relations.

Firstly, clan, tribe, tribal alliance, tribal central. Clan, we can also call clan commune. It is the first historical stage of the development of the national community. The clan commune began to form in the middle and late period of the old age and did not end completely until the early neolithic age. Its formation stage almost spanned the whole neolithic age, and it was the most basic and smallest social organization in primitive society. In his book ancient society, Morgan commented on the clan commune, he said: 'a clan is a group composed of blood relatives descended from a common ancestor, which is distinguished by the proper name of the clan, and is combined by blood relationship'. After humans entered the clan society, their main characteristics were very obvious: first, after numerous failed production activities, humans gradually mastered the skills of killing animals, the experience of domesticating animals, as well as the basic living skills such as farming and building houses. Secondly, people gradually lived a settled life with relatively concentrated production, living and activity areas, and gradually formed their own clan's language, material culture, spiritual culture, special property, religious rituals, customs and so on. Finally, the emergence of clan commune and the progress of human civilization gradually formed a good situation of mutual promotion and development, the social system of clan society gradually improved, and human society gradually entered the civilized society.

The development of gentile society can be divided into two stages: matriarchal society and patrilineal society. The development of these two stages is not arbitrary, but depends on the level of economic development of the society at that time, whether the productive forces are compatible with the production relations and other conditions. Matriarchal clan commune, namely "matriarchy clan". Matriarchal clan commune is the basic social structure in the era of matriarchy. It is a clan society composed of the offspring born by one or several female ancestors and the offspring reborn by the offspring. The matriarchal clan commune, namely, the matriarchy, has the following characteristics:

First, in the matriarchal clan commune, each clan considered to be from the same female ancestor, and regarded the female ancestor as the highest god. In the matriarchal society, women are in the central position within the clan, and they have rights and positions that the male members of the clan cannot have. The child within the gens knows only who his mother is and not who his father is. More importantly, the blood relationship within the gens is calculated by the maternal line. Because lineage is calculated in the maternal line, surnames follow their mothers and honor their mothers' names.

Second, the people of the matriarchal commune lived a primitive communist life. During the period of matriarchal clan commune, all the land, houses, food and livestock jointly owned by the clan were owned by the clan commune, and only some production tools, such as bows and arrows, stone tools and wooden wares, were kept by individuals. In the clan society period, the "common cold" and "total hunger" phenomenon is because in the clan society period, a variety of life extreme lack of resources, clan leaders to make their own clan get long-term effective development must take the principle of distribution of average, the clan within limited labor income average assigned to each member of the family. The original egalitarian distribution principle, in many still retain clan system can be found in the remnants of indigenous people living examples, for example, on the eve of liberation, Jingpo people of ethnic minorities in Yunnan province, Drung, the Blang nationality are kept average distribution of food system.

Thirdly, the matriarchal clan communes generally had the marriage pattern of extramarital marriage and dual marriage. Group marriage system is in the same clan group, the same generation or the same age level of male and female members of the clan between each other is the relationship between brothers and sisters, but also the relationship between husband and wife. The monogamous marriage system refers to a man and a woman in a certain period of time, formed a relatively stable marital relationship. In addition, Engels also once made an analysis on the social form of matriarchal clan commune. He believed that in the group marriage system of the clan society, the identity, surname and other personal information of a child followed his mother rather than his father. For example, the Naxi was divided into six large matriarchal clans, each of which consisted of several relatively small daughter clans. Under each daughter clan are four or five matriarchal clan families centered on the matriarchy. Here, each matrilineal clan has a common area where they breed small animals they catch and hunt large animals together for the enjoyment of members of the clan. They have a common sacrificial festival, together worship the ancestors of the clan, for the blessing of the ancestors god. No matter in the large matriarchal clan or the small matriarchal clan family, there is a woman as the head of the family to control the absolute power within the clan, she not only enjoys absolute high prestige, but also decides the life and death of the clan, is the absolute ruler. Especially to point out that there is no any male in a matriarchal society status, what is more, late in life, men are often his wife out of the family, even if not being away, after the death of men cannot enter clan cemetery, thus it can be seen, in the matriarchal clan commune period, the women in the family occupies the dominant position, and is highly respected.

With the development of the clan society, the productivity level was greatly improved, and limited by space activities, people began to cut down forests on a large scale, to open up land for planting, and primitive agriculture gradually formed. In the course of this development, the role of men in production was greatly improved and recognized, and their status in the gens was significantly improved. Later, with the further expansion of the clan power, men began to act as the head of the clan, which slowly entered the patriarchal period. The transition from matriarchy to patriarchy is an inevitable choice of historical development. Although the process, time and ways of each nation entering the patriarchy are different, the human race finally enters the era of patriarchy.

The second stage was the patrilineal clan commune. Matriarchal clan commune and patrilineal clan commune are two adjacent historical development stages. If we believe that the matriarchal commune first brought the human race together and formed an organized and disciplined social group, the patrilineal commune brought the human race into the primary stage of historical civilization. More importantly, the transition from matriarchal clan commune to patriarchal clan commune, although it is a huge change, the human internal clan 'feminist' transformed into the inside of the clan 'male',

but this power conversion is not is based on the armed conflict, but based on the male in the ascension of role in our daily life, and is determined by the demand of the productivity development. It is mainly manifested in the following aspects:

First, in agricultural production. According to the data, compared with matriarchal clan commune, the biggest characteristic of patrilineal clan commune is the establishment of agricultural production. The establishment of agricultural production not only fixed the activity area of the clan in a relatively stable area, but also ensured the absolute rule of paternity within the clan, and people's living materials were added from hunting and fishing to farming and cottage industry.

Second, during the patrilineal clan commune, the lineage must be calculated according to the patrilineal system. The main purpose was to distinguish the different clans and to enjoy the right to inherit the patriarchy's property. With the improvement of patriarchal clan commune period production level, the inside of the clan remaining resources gradually appeared the phenomenon of surplus, encroach on each other between different clans, overcome one party often occupy the defeat of a party of all kinds of resources, the prisoners captured by the general will not directly kill to early, but let them stay in his own clan, Labour, in order to increase their surplus income, although this kind of situation has a lot of benefits to the development of the whole clan, but it also brings some inevitable problems. For example, how to distribute the surplus means of production, the problem of property inheritance, the problem of mixed blood and so on. Although the above problems did not fundamentally damage the patriarchal clan structure and system, but still had a certain impact on it. In addition, with the development of patrilineal clan communes and the increase of its internal personnel, there began to be "close relatives" and "distant relatives" within the clan. Here "close relatives" mainly refer to the Cousins of the main members of the gens. "Distant relatives" refer to the family members and other members of the Cousins of the main members of the gens. "Relatives" and "distant" will be in this period are differentiated because during this period, influenced by resources, the influence of external factors such as land, labor tools, clan "relatives" and "distant" can't be all together, and "distant" that part of the people had to go to build their new place hunting or fishing. From this we can see that the number and size of each early gens in our country could not have been very large, or more than a few generations at most.

Based on the above contents, the features of the clan commune are as follows:

First, the members of the gens originated from a common ancestor, Shared the same blood relationship, lived a settled life, and shared a common area of activity.

Second, the means of production and the fruits of labor obtained within the gens were owned by the collective and distributed equally among all members. On the basis of the common economic life, the common language, culture, living habits and primitive religious beliefs of the gens were formed. No matter in the period of matriarchal clan

commune or in the period of patrilineal clan commune, clan members worked together and distributed products equally, without exploitation or oppression. However, the idea of "Zhong" has already begun to sprout in the gens, and this "Zhong" is reflected in the "female honor" or "male honor" within the gens.

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Research on the Effectiveness of Student-Centered Teaching Quality Evaluation in Higher Education

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Abstract: The general secretary stressed at the national education conference that "we should continue to deepen the reform of education and teaching, improve the implementation mechanism of establishing morality and cultivating talents, strive to reverse the unscientific orientation of education evaluation mechanism, and overcome the stubborn diseases of only marks, promotion and thesis", which points out the economic transformation of the teaching quality evaluation concept of China's higher education in the new period and the reconstruction of the education and teaching quality evaluation system Direction. In the new era, China's higher education has entered a new stage of moral cultivation and connotative development. It is required that the teaching quality evaluation system of higher education must be timely revised, and a student-centered teaching quality evaluation view should be established to effectively improve the quality of personnel training in higher education.
Keywords: Students; Teaching quality evaluation of higher education; Effectiveness; Research

1.INTRODUCTION

The development of China's higher education in the new era is facing new educational missions and tasks. Moral education has become the core index of evaluating China's higher education in the new era. Therefore, it is necessary to speed up the exploration of a new student-centered teaching quality evaluation system of higher education with Chinese characteristics, continue to force the reform of higher education system and mechanism, and effectively improve the quality of higher education and education quality.

2. THE URGENCY AND NECESSITY OF CONSTRUCTING THE STUDENT-CENTERED TEACHING QUALITY EVALUATION SYSTEM OF HIGHER EDUCATION

In the new era, China's higher education is facing more new problems and new situations than in the past, and at the same time, it also undertakes higher new tasks and new missions. At the national education conference, the general secretary clearly pointed out the decisive significance of higher education in improving the overall quality of the whole people and realizing the great rejuvenation of the Chinese nation. The teaching quality evaluation of higher education has a distinct guiding and regulating role in the process of higher education personnel training. Therefore, it is necessary to speed up the construction of a modern higher education teaching quality evaluation system with Chinese characteristics that adapts to the internal development law of higher education in the new period, comprehensively deepen the reform, and adapt to the construction of a powerful country of higher education, so as to continuously promote the quality of higher education personnel training Upgrading education and teaching reform is an important mission entrusted to China's higher education in the new era, and is also the practical need to actively implement the decision-making and deployment of the Party Central Committee and strive to run a higher education with higher quality and fairness [1-2].

At present, there are still some bad tendencies in the process of higher education quality evaluation in China, such as "only scores, only higher education, only thesis, only diploma". Compared with developed countries, China's higher education still has a certain gap in talent training concept, quality assurance system, goal positioning and so on. It is urgent to improve the education and teaching evaluation system, and actively establish a student-centered system The evaluation concept of "as the center" can effectively guide colleges and universities to speed up the reform of education and teaching, and strive to improve the level of running a school.

3. THE EFFECTIVENESS OF STUDENT-CENTERED TEACHING QUALITY EVALUATION IN HIGHER EDUCATION

In recent years, the competent departments of higher education and the teaching evaluation center of colleges and universities have focused on ensuring the quality of education and teaching, and actively carry out teaching quality evaluation work at two different levels of undergraduate and graduate students, which has basically formed a higher education system based on self-assessment, assisted by teaching evaluation of education authorities, and actively participated by relevant academic institutions and social institutions Generally speaking, it is imperative to speed up the reform of teaching quality evaluation in higher education by taking students as the center. However, this process is still quite long and needs to be gradually realized in the theoretical research and practical exploration of education and teaching.

3.1 Actively establish the concept of "student-centered" education and teaching evaluation

Concept is the guide of action. To speed up the reform of traditional education and teaching evaluation mechanism in Colleges and universities in China, we need to start

from the concept update. Colleges and universities as well as the vast number of front-line educators should really realize the importance of student-centered evaluation concept, truly take the fundamental task of moral education and the development direction of higher education modernization as the guidance, and effectively incorporate the students' learning experience and actual school effect into the evaluation index system of education and teaching, and effectively reverse the evaluation of education and teaching Results oriented, the focus of education and teaching quality evaluation will be transferred to the actual teaching process and students' learning process, and further strengthen the monitoring of the construction of internal quality evaluation guarantee system and school running conditions in Colleges and universities, focusing on the evaluation of the whole process of education and teaching, students' learning process, learning experience and learning effect Education and teaching evaluation can really promote the development of students and serve the development of students.

3.2 Actively construct the teaching evaluation system with education and teaching quality as the core

Colleges and universities and the majority of teachers should focus on the improvement of talent training level and quality, speed up the exploration and gradually establish a higher education and teaching evaluation system with the realization of talent training objectives, the quality of talent training process, the situation of students' academic learning, the quality of teachers' team construction, and the quality of social evaluation, and gradually strengthen the evaluation of internal education and teaching quality in Colleges and universities With the guarantee of the system, efforts should be made to promote the steady improvement of the teaching level of higher education and accelerate the improvement of the quality of personnel training.

3.3 Actively promote the implementation of the mechanism of promoting construction by evaluation

The driving force of the construction of student-centered teaching quality evaluation mechanism in Colleges and universities is not only from the inside of colleges and universities, but also needs the continuous promotion of external forces [2]. Therefore, the education authorities should speed up the establishment and improvement of the review mechanism of higher education teaching evaluation, strengthen the application of the evaluation results of higher education, actively implement the requirements of the "opinions of the Ministry of education on accelerating the construction of high-level undergraduate education and comprehensively improving the ability of personnel training", and accelerate the construction of dynamic monitoring and regular evaluation of higher education and teaching evaluation And supervision and inspection of the trinity of quality supervision mechanism, timely through the quality evaluation of higher education and teaching "look back",

actively urge the school to carry out the rectification and implementation, and continue to consolidate the evaluation and inspection results; we should continue to promote the construction of teaching quality culture in Colleges and Universities, fully realize that the quality culture is strengthening the construction of university education and teaching evaluation mechanism and implementing the student-centered The basic and key role in the process of quality evaluation, efforts should be made to incorporate the construction of internal education and teaching quality assurance system and quality culture construction into the teaching quality evaluation of colleges and universities, constantly encourage colleges and universities to transform the construction of teaching quality culture into the common value pursuit of all teachers and students, strengthen the awareness of teaching quality evaluation in Colleges and universities, and actively establish student-centered teaching Education and teaching evaluation concept, promote the implementation of evaluation to promote the construction mechanism.

4.CONCLUSION

In a word, at present, countries all over the world attach great importance to the teaching quality evaluation of higher education. Although the teaching evaluation reform of higher education in China has made positive progress, there is still a certain gap with the rapid development of higher education and the long-term development requirements of rapid improvement of talent training quality, especially in the evaluation concept, evaluation mechanism, evaluation methods and technology Therefore, China's higher education should actively take the spirit of the national education conference as the guide, actively reverse the existing teaching evaluation result orientation, establish a student-centered education and teaching evaluation concept, and focus on the reform and innovation of the existing teaching quality evaluation system in Colleges and universities, and establish the network monitoring of University teaching quality based on the Internet and big data It is necessary to strengthen the teaching quality evaluation mechanism that combines college evaluation and professional evaluation, and further accelerate the exploration of new education and teaching quality evaluation mechanism to adapt to the development of China's higher education, so as to effectively improve the quality of talent training in higher education.

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Research on The Path of Realizing Socialist Core Values by Private College Students

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Abstract: Private college students go to school after the college entrance examination. Due to the influence of family environment, school environment and social environment, etc. There are some differences in the understanding of socialist core values. There are some differences in academic performance and social cognition among the students in the same one book and two books in private colleges. There is also a certain lack of understanding in the study of socialist core values. Thus, it is imperative for private college students to practice socialist core values, which cannot be ignored. We should put the socialist core values into practice in all aspects of the life and study of private university students, so that they can always maintain the value concept of the socialist core values, and make the normal and orderly development of the values.

Keywords: Private universities; College students; Socialist core values

1. PROBLEMS OF SOCIALIST CORE VALUES OF COLLEGE STUDENTS IN PRIVATE COLLEGES AND UNIVERSITIES

1.1 Cognitive superficiality

Socialist core values are a core of socialist core value system, which reflects a fundamental and basic characteristic of socialist values. It is only a simple learning, oneself subjectively does not have the consciousness of learning, can not understand the real core of socialist core values in the real sense. Therefore, we cannot use the correct socialist core values to guide our life and study.

1.2 Their values are decadent

Contemporary private colleges and universities do not establish a correct world outlook, outlook on life and values. Because some students go to private schools, the inferiority mentality arises spontaneously, and they give up their study and the study of socialist core values. This is bound to produce huge problems for their study and life in the future. Socialist core values are also many college students, there is "money worship", "hedonism". The worship of money and power. Under the guidance of such values, college students have the idea of getting rich overnight. There are ideas that have money to make the world go around and power to do everything. Make them forget the duty of study. Unwilling, not serious study. In the end, they can not learn professional knowledge, can not stand in the society.

1.3 Lack of a proper purpose in life

Private college students have bad values. Smoking and drinking may make young people feel cooler and more mature, satisfy their vanity or make it easier for them to fit into some small groups, and reduce their loneliness. In addition, tobacco and alcohol act on the brain's corresponding neuronal receptors, which can relieve bad emotions and even produce a special pleasure. However, the relief is only temporary. As the concentration of the substance in the body drops, the individual's pleasure disappears and the pain is experienced again. These substances are addictive and require increasing dosage to achieve the same effect. There is no correct life value orientation.

1.4 General values of college students

This is a big trend. Although there are a lot of people in every school library, there are still a large number of people in the whole school who do not study or pursue development. They watch Douyin and follow the DRAMA. Most of them are full of longing for the future, but actually they are useless people. You don't have a clear plan for your future, you are full of fantasy about your future, but you never take action, and even if you do, you will never take action.

2. THERE ARE MANY PROBLEMS IN THE PRACTICE OF SOCIALIST CORE VALUES AMONG PRIVATE COLLEGE STUDENTS

Investigate its reason, have social aspect reason, have school aspect reason. There are family reasons, and there are personal reasons.

2.1 Social aspects

Today, money worship, hedonism, power and money trading, power and color trading, corruption and other events are common. In the face of these corruption incidents, not ashamed, but proud. Leading the unhealthy atmosphere. There are also some tropical heads engaged in a corrupt social atmosphere. The younger generation of college students suffer.

2.2 School

Ideological and political teacher. When teaching and practicing socialist core values, the traditional teaching methods are not easy for college students to accept later. Although theory teachers have a deep theoretical basis. It is unable to let the student understand the real connotation of the socialist core values. It serves the purpose of education.

2.3 Family

Chinese parents are influenced by traditional education. Think only learn maths, Chinese, foreign language main course. The children will be able to get ahead and have a good future. Many parents teach their children to learn non-numerals from an early age. Think learn math, physics and chemistry all around the world are not afraid. In real life, many students learn ideological and political courses. But also get the approval of the parents. This has

also brought obstacles to my practice of core socialist values.

2.4 Personal reasons

As we all know, the development of things is made up of internal and external causes. There are a number of external factors affecting their own development. It is the external cause that counts. Internal causes are the key to success or failure. College students do not pay attention to their own inner purification. He is unwilling to accept the core socialist values.

3. THE REALIZATION PATH FOR PRIVATE COLLEGE STUDENTS TO PRACTICE SOCIALIST CORE VALUES

3.1 Ideological and political teachers should strengthen theoretical and practical learning

Ideological and political teachers are the leaders of practicing socialist core values. He is responsible for guiding the practice of core socialist values. Ideological and political teachers should not only have a good ideological and political theory foundation. It is also necessary to combine ideological and political courses with socialist core values in the transmission of knowledge. A communicator of the core values of socialism. Let private college students understand the connotation and significance of socialist core values.

3.2 The counselor should strengthen the preaching work

The counselors are just like the parents of students, dealing with students' study and life every day. The relationship between the counselor and students is relatively close, and students are willing to talk about many psychological matters with the counselor. Counselors have a high status among students. When the instructor strengthens the preaching work, he can make a plan to change the new theme every month and every week to attract students' interest.

3.3 Carry out extensive practical activities

Private college students are learning socialist core values. It's not just Shouting. It is not a simple recitation theory. But to practice in all aspects of life and learning. At this point we should carry out a wide range of practical activities. For example, schools should carry out more community services, poverty relief services, civilized dormitory, civilized school action, integrity and other activities.

3.4 Film education

With the change of students' learning style, it is difficult to arouse students' interest and attract them with the former cramming teaching. At this time, schools can carry out film education, and schools can find classic films that practice socialist core values. You have a broadcast in the school auditorium. On the one hand, students are willing to receive film education. Students can reach rational cognition from more perceptual knowledge, which also enriches the spare time life of college students. The result of film education is better than that of practice class and theory class. Therefore, we should develop film education more. Let students from the inside and outside of the cognition of the novitiate social novitiate, the importance of the socialist core values, so that finally students can autonomously novitiate the socialist core values.

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The Reform of Assembly Building Teaching Course in Higher Vocational Architecture Engineering Specialty

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Abstract: In the new situation, with the continuous extension and construction of the modernization system of China's construction industry, "assembly building" has been presented in everyone's vision. Compared with traditional houses, assembly building has the characteristics of low cost and fast construction speed, which meets the construction demand of modern urban building development. Because the construction of assembly building teaching course starts late and is still in the stage of exploration, only by constantly optimizing the teaching reform of construction engineering and increasing the construction of technical professionals, can we promote the sustainable development of modern urban construction in the process of subterranean development. Based on this, this paper first puts forward the main problems to explore, then, combined with the current situation, to formulate a scientific curriculum reform path.
Keywords: Higher vocational education; Construction engineering major; Assembly Building Teaching

1. QUESTIONS RAISED

With the continuous advancement of China's construction industrialization, prefabricated buildings with their own unique advantages have been presented to everyone's vision. In many higher vocational colleges, there is no assembly architecture teaching course for architectural engineering specialty. Many schools that have opened this course are still in the initial stage of exploration. Therefore, the training of prefabricated building talents has become the future development trend [1]. Construction industry is one of the pillar industries of the national economy, and plays an important role in urban employment and urban-rural integration. The development concept of "innovation, coordination, green, open and sharing" has pushed the housing construction to a higher extension level [2]. In order to meet the needs of people, the construction of prefabricated buildings began to expand the scale and development, and led to the extension of related industries. In view of this, how to cultivate a reasonable teaching personnel of prefabricated architecture in Higher Vocational Colleges? How about the reform path of prefabricated architecture teaching course in Higher Vocational College? How to optimize the teaching system of construction engineering specialty? It has become the focus of research under the current situation.

2. THE REFORM PATH OF ASSEMBLY ARCHITECTURE TEACHING COURSE IN HIGHER VOCATIONAL COLLEGE

2.1 Implement the training mode of application-oriented talents and determine the professional training objectives

Compared with the traditional brick concrete structure, prefabricated building has different construction advantages, which not only improves the accuracy of products, but also solves the common quality problems of engineering to a great extent. In addition, based on integrated construction, the cost is reduced, the quality and quality are improved, and the satisfaction of users is increased. At this time, in the implementation of the training of applied talents, higher vocational colleges also need to uphold the main idea of the scientific outlook on development, under the vision of "excellent engineer education and training plan", make overall development, increase infrastructure construction, combine theory and practice, improve the implementation ability of work, and extend to the construction direction of compound talents [3].

2.2 Construct professional curriculum system from the requirements of post professional ability

With the continuous promotion of the spirit of the 19th CPC National Congress, the concept of green development has become the future development trend. Prefabricated building is customized on the basis of green development concept. Compared with the traditional cast-in-place building, prefabricated building can shorten the construction period by 25% to 30% and reduce the water consumption by 50%. At the same time, the use of many building materials will also be different degrees of saving, and greatly reduce the occurrence of various pollution phenomena, to achieve the main purpose of environmental protection. In the process of talent construction of prefabricated architecture, we also need to put forward a new construction concept based on green building. Under the new thinking of the development of the construction industry, we should take prefabricated building as the basic point, put forward new construction requirements, explore the corresponding curriculum reform path, and cultivate more front-line technical staff for the society [4]. When offering courses in higher vocational colleges, it is necessary to combine the practical needs of prefabricated buildings, actively formulate field investigation plans, purposefully cultivate modern compound talents, clarify the knowledge structure of students, increase the cohesion between training objectives and posts, and pay attention to the improvement of diversified skills and abilities. In practice, it is also necessary to combine the theory and practice of

prefabricated building, consolidate the foundation, enhance the post competency, and provide more front-line staff and talents for the society.

2.3 Strengthen the construction of teaching staff and reasonably set up teaching plans and courses

From the perspective of modernization, the prefabricated building is different from the traditional construction process in both the initial design and the specific construction process. At this time, higher vocational colleges in the process of assembly architecture curriculum design, need to increase team building, strengthen the strength of school enterprise cooperation, let students to the actual factory for observation and operation. Extend the teaching staff of prefabricated architecture, and complete the details of the course from different perspectives. And invited experts in the field of prefabricated architecture to the scene to implement scientific guidance, and participate in the curriculum design, lecture construction. Based on materials, mechanics, design, parts production, process management, etc., we should optimize the curriculum, meet the operation of knowledge technology and details, and provide opportunities for first-line practice [5]. Let students demonstrate the whole process of prefabricated building construction based on information technology BIM science and technology, enhance the practicality, and improve the quality of curriculum construction.

2.4 Build training base and provide sufficient training opportunities

Higher vocational colleges need to strengthen the cooperation between the school and construction enterprises from the perspective of multi cloud, and build the training base inside the school. It needs not only the knowledge of construction model, but also the knowledge of prefabricated building production sand table. To a certain extent, the training base not only provides more practice opportunities for students, but also can perceive the process of production, shear wall display and other projects in the actual operation. Under the demonstration of the master, students can effectively combine theory and practice, increase infrastructure construction, improve their comprehensive practical ability, and maintain the accuracy of the sequence. In practice, there will not be no problem, will soon enter the society, and complete the technical integration of practice. Simplify the construction environment and reduce the overall cost. In the process of training, different levels of students in practice, according to the progressive task, constantly find problems, analyze problems, and solve problems, and extend to the direction of comprehensive literacy.

3.CONCLUSION

With the progress of society, in the process of reform, teachers need to adjust the structure of knowledge, increase the construction of ideas, and optimize the teaching content and methods in the process of reform of prefabricated architecture teaching course of Architectural Engineering Specialty in higher vocational colleges. Combine theory with practice, strengthen the cooperation between school and enterprise, let students not only master the basic knowledge and skills of prefabricated building, but also develop towards diversified comprehensive literacy, and accurately grasp the construction requirements of various prefabricated buildings. Based on school enterprise dual ownership education, promote the industrial upgrading. Enrich their own practical experience, and lay a good foundation for the development of green prefabricated buildings in the new era.

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Design and Implementation Of "Ant Corps" Project in Local Colleges and Universities

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Abstract: The economic status of college students has not been independent, lack of economic consciousness, to make full use of resources consciousness is weak. In today's Internet era, there are many second-hand trading platforms, but the commodities are too abundant and the management is too loose. In view of the short - term, real - time and changeable demand of college students. This study planned the "Ant Corps" project to quickly and accurately optimize the resources in colleges and universities and quickly find suitable "hosts" for idle items. In Huanggang Normal University as the research object to carry out the investigation and research, with the aid of the ant regiment "for commodity circulation flow in colleges and universities, from students' spare items to the ant regiment" platform to return to the item need to students, by establishing the third-party trading platform in the colleges and universities implement small area efficiency, service, meet the demand of college students. Compared with large platforms, it is more convenient and efficient, and solves the shortage of invisible objects and ineffective communication with people for many times.
Keywords: Ant Regiment; Idle Articles; SPSS Analysis

1. QUESTION RAISING

With the progress of science and technology and the development of The Times, the needs of college students change with each passing day. Based on the research at home and abroad, existing second-hand trading platforms such as xianyu and flea market lose their advantages in idle goods of teachers and students in colleges and universities. According to the research, there will be some contradictions and inconveniences if only the consumption and purchase between teachers and students, and it is difficult to obtain the consumption trust [1-4].

However, the existing second-hand trading platforms are rich in resources and highly selective, but consumers cannot see commodities on such large platforms, need to spend a lot of time browsing the Web, and are inconvenient to contact with sellers, which will reduce the benefits of resource rematching and the ability of commodities to recycle and flow to give full play to their value.Reselling idle goods can reduce resource consumption on the one hand and avoid environmental pollution caused by production on the other hand.

Therefore, there is a need for an online and offline systematic service to meet the needs of teachers and students in universities. So how to quickly organize the flow of goods on campus? How to make better use of "Ant Corps" to systematically serve students online and offline? What are some of the problems you need to pay attention to during ant Corps? Aiming at the above problems, this paper researches, analyzes and designs the online and offline model of second-hand goods trading platform. First, in the contemporary university campus, the economic level of students' families is not low, and the problem of idle items and discarded old things is very prominent. Old bicycles and idle materials have become relatively common second-hand goods.In such items recycling and junk sales has become an urgent need to solve the problem.Because there is no such idle recycling and unused items sales of one-stop service for the purpose to the background, a large number of idle items in the underutilized and old was helplessly as waste disposal, caused great waste of resources, quite a number of students and the surrounding people to this kind of cheap especially second-hand materials, electronic products including mobile phones, computers, tablet, headphones and other junk strong demand, but the lack of a reliable access to, through the establishment and implementation of the project, college campus resource recovery and recycling is just make up for the vacancy,At the same time, it has formed the habit of cherishing resources and caring for nature, and formed a way of life that saves and optimizes resources.

2. SYSTEM ANALYSIS AND IMPLEMENTATION OF "ANT CORPS"

2.1 System analysis of "Ant Corps

(1) Implementation scale analysis of colleges and universities

Through the investigation in Huanggang Normal University, it is found that at the present stage, the idle goods trade channel is single, the development is slow, the resource utilization ratio is relatively low, and it does not provide convenient services for most students. Only the recycling trade exists, and even the similar second-hand resold group still lacks the visual and coordination accuracy of the real things. In addition to these problems on time join platform, such as idle items recycling resale to students in need can't at the same time, some valuable grade test or exam books, materials, and articles for daily use because there is no income platform in time, but not because of the use of these items and employs research society time synchronization to enter the queue, "waste" lost they should have the value of existence."Ant armies" are more appropriate and efficient to set up and circulate only within certain areas. And systematic service college students online and offline combination of formal goods trading platform.

(2) Analysis of types of idle articles

According to the survey, idle items mainly include the following categories:

Electronic products: second-hand computers (tablets),

professional cameras, professional cameras, cameras, selfie sticks, headphones, mobile phones, printers, electronic books, e-readers, etc.

Books: Grade examination and certificate books include Putonghua, teacher qualification certificate, teacher career editing, civil servant, judicial examination, construction teacher, computer Level examination, CET-6, TOEFL, IELTS, GRE, and other books, as well as professional books, postgraduate entrance examination, science, and technology books, etc.

Life items: washing machines, dryers, bicycles, electric cars, desks, chairs, bookshelves, and small items (table ornaments, potted plants, plants, dolls, stationery, etc.)

(3) Analysis of the trading market

(1) Analysis of the causes of idle goods trading

With the general improvement of people's living standard and the rapid development of economy, the upgrading and replacement of student products are accelerated. Especially, electronic products, books and life items of college graduates are still valuable and can be used by others to meet the demand of immediacy and reduce their economic burden. Therefore, computers, tablets, electric cars, books, and other materials have become more common second-hand transactions. In this context, the campus second-hand goods market arises at the historic moment.

(2) Psychological analysis of college students' shopping

According to the existing research shows that the perceived value and the influence of impulsive purchase flow experience of college students are particularly prominent, the influence of impulse line planning for college students to buy is not obvious, and the increasing number of graduates, second-hand goods is a substantial one, personal items is a large part accumulated four years of university, not all away, and when they graduate as a waste product to sell will feel pity, new purchase price is much higher than the price, because of the high for the consumer and the principal source of weak consumption of college students a lot of people will have more is the idea, at the same time to throw away their four years down the accumulation of objects, is a waste of resources, environmental pollution at the same time,If you choose preprocessing items on the platform and let the platform process them, this is not a simple monetary return, but also can save resources.Especially the second-hand information, not only can save money, but also can save the time of taking notes.For students: the transfer of idle items can make profits more quickly. Buy at a low price and sell at a lower price than the market, students like such a price, they can benefit, it can be said to take a line of small profits and high turnover. Therefore, there is a need for a platform to trade idle goods and provide convenient services.

(3) Reliability analysis implemented

According to existing studies, the introduction of third-party supervision (such as the supervision of payment delivery) or guaranteed transaction processes (such as the pre-payment of online shopping risks and offline compensation services) can effectively restrain the opportunistic behaviors of both parties.Two-way credit evaluation or certification system can enable consumers and service personnel and platform to conduct mutual credit evaluation and certification, restrain both sides' opportunistic behavior, and improve the degree of consumer trust.Credit rating can also help service platforms and consumers to distinguish the level of transaction risk, so as to selectively use guarantee, insurance, supervision and other measures. The two-way evaluation system restrains the random evaluation behavior through the mutual evaluation between the platform and consumers, and improves the objectivity of the evaluation system. The establishment of evaluation authority based on the transaction record can prevent the random evaluation without the basis of transaction facts. While evaluating consumers, commodities, and platforms, it can also show the credibility of the evaluator's evaluation through the credit rating. Usually, students trust a third-party income platform more, and the credibility of the implementation of this project is relatively high. Therefore, through establishing a "student number + mobile phone number" registration and transaction with the assistance of the security department of the school. Set up online database, offline look at physical products, self-service transaction, a after-sales guidance.

2.2 Research methods of ant project

The research method of this project mainly includes the following steps:

Step 1: Establish a "legion of ants";Step 2: study and create WeChat public account and small program, establish online database, realize online and offline simultaneously, analyze data, and preliminarily launch by setting up a small "ant corps" practical project in the school;Step 3: Analyze the feasibility and rationality of the development in a small area, and improve the development system; Step 4: Expand the scope of questionnaire survey in universities and collate data; Step 5: Promote the use of other areas.

2.2.1 Preliminary investigation

Clear goal, this study aimed at colleges and universities in idle items and demand items systematic implementation of the circulation flow, creating the "ants" project, therefore, preliminary to several aspects of the question and answer the questionnaire content design, the design is the purpose of the survey to in order to determine the project is feasible and can meet the needs of colleges and universities. The contents of the questionnaire include the categories of idle goods, value cycle, use cycle and demand degree of students, such as some materials for postgraduate entrance examination, civil servant grade examination, student gender, age, grade, tendency to wash expenses well, degree of preference, cycle of preference, range, monthly living expense, etc. Expand the empirical analysis and hypothesis testing of existing research directions.

2.2.2 Data analysis and collation

Since there will be some values about age, consumption, living expenses and so on in the questionnaire, students will not be asked to write the specific values but to check a certain range because it will involve personal privacy or

for data analysis and convenience for students to fill in. Based on the above analysis, the questionnaire collected was analyzed and transformed by using the Excel survey data analysis, and the data were also analyzed and sorted out by SPSS software.

2.3 Problems to be solved

It is difficult to guarantee the authenticity if questionnaires are distributed in large quantities, and small gifts are sent out for lunch, dinner, and canteen. The questionnaire has a high degree of participation, complete data, and high feasibility. Students in the school conscientiously completed the questionnaire survey, the questionnaire survey after data sorting, comprehensive analysis, student support, convenient students in school life, realize the flow of resources in a small area, give play to the value of resource flow.

3. IMPLEMENTATION PLAN OF ANT PROJECT

3.1 Preparation Stage

The platform is mainly composed of three modules: ant colony collection resources, ant colony arrangement resources and ant colony distribution resources. Its personnel are composed of "ant corps command center", "ant colony" and "ant worker". Command center is responsible for platform creation and coordination of command ant colony and ant worker activities.

First of all, in the school to carry out the "ant corps" of publicity, recruitment registration of preparatory ants; Then apply to the school to provide and support the operation of the platform site facilities and adequate funding guarantee; The third step is to mobilize and train the recruited ants so that they can take active actions.Finally, before gathering resources, the rules within the corps were drawn up and communicated to everyone, and they were sworn to perform their duties.

3.2 Implementation Phase

First, the task of resource collection should be assigned to the pre-ant workers, and the reward fund system set up by the platform should be publicized. Then, according to the feedback information from the recipients, the drawbacks of the platform were studied, and corresponding measures were proposed to solve the problems. Finally, I will investigate the recipients again, draw their Suggestions, and take corresponding measures in time to solve the problems involved, to make the platform more perfect in operation.

3.3 Summary stage

After the platform is put into operation, the social citizens who use the platform will receive survey feedback. Based on the above research, the survey report will be formed. The deficiencies of the hardware facilities and services will be continuously improved to provide convenience for renters as far as possible.

4. THINKING AND PROSPECT

4.1 Conclusion of the survey

Currently in huanggang normal university student to carry on the questionnaire survey, in huanggang normal college specialized subject and undergraduate course, graduate student three levels of the school of questionnaire, statistics data obtained after found that there are a lot of my classmates can have complementary items, there are also students have some spare items, materials, supplies, etc.), many of them are piling up in the dormitory inside, the passage of time will be thrown away as rubbish, cannot handle very well. According to the actual survey, most of the students expressed the hope that their idle items could be properly disposed of, and that such a platform could be established to meet their needs.

Through the analysis of the survey results, it is feasible to implement the project in colleges and universities, which have certain independence of living areas. However, there are also certain defects. Basically, all goods should be purchased from outside the region, while those flowing within the region are only idle. The effect of promoting capital flow is also weak.

Compared with the disadvantages, the advantages of the platform are also of epochal significance. Today, diligence and thrift are advocated and resource sharing is advocated. The experimental implementation of the project in universities, on the one hand, is to make the feasibility of the project verified, to further promote the implementation to a higher level; On the other hand, the implementation of this project in colleges and universities has a certain educational significance. College students finally go to the society and their own work units, and they are the heirs of The Times. They should know how to cherish the hard-won life at present, and more importantly, they should know how to share with others and know the theme of The Times of saving.

4.2 Project Outlook

First, today's college students love to chase trend, consumption demand, pay for impulse shopping and is to produce more idle items, these idle items can not be processed will be having abandoned, causing the waste, and even cause the pollution of environment, through the shelves in the platform, to deal with, on the one hand will get kickbacks, on the other hand once again by utilization of resources, kill two birds with one stone. Furthermore, through the development of the "Ant Corps" project, an important reference factor for the selection of purchase locations is realized.On campus life consumption, larger demand for books and materials, it shows that students are more pay attention to the development of literary accomplishment, but also has a positive and enterprising attitude, of course, student common reaction because at that time the demand to buy new goods frequently, late without too much useless, churning out phenomenon is very serious, even discard unused items, this is not conducive to the school have a regular life, is not conducive to adapt to the future society.So in the face of the college students circulation flow limit commodity market this big cake, how to coordinate a good source of acquisition, commodity prices, commodity type, resold acquisition platform, the relationship between the students, through the investigation, analysis and discussion, has received the above the preliminary research results, to balance the interests of the relationship between five person, promote resource optimization and prosperity in the direction of the market norms.

Establish an "Ant Corps" activity platform with efficient operation, and realize a harmonious flow of multiple types and large amounts of online operation and offline exchange. Learn and improve the management level, to provide support for the management of the resources collected by the corps, and to provide a foundation for future entrepreneurship. Experience the process of building enterprise spirit culture, learn to uphold, and transmit enterprise humanistic spirit from the recipients and supporters of the coordination platform as well as the formulation and coordination of activity plan. It is hoped that targeted research will be carried out on the resource flow in other regions, such as communities and companies in the future. Is the "Ant Corps" project applicable? What are the issues that need to be researched and analyzed and the future development of this project in other regions? It is worthy of further investigation and discovery.

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An Analysis of the Curriculum Reform of "Network Marketing" Based on Cultivating Professional Competence -- An Example of South Hang Jincheng College

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Abstract: The course of network marketing is the core course of marketing specialty. It is a new course which integrates information technology, economics, management, behavior science, marketing and art, and undertakes the task of cultivating network marketing talents. At present, the teaching goal, teaching content and teaching effect of network marketing course cannot meet the social requirements. This project strives to investigate and analyze the current situation of the market demand for network marketing talents, study the problems existing in the training of network marketing talents, and explore the solutions to transform the network marketing course into an application-oriented course. This study is helpful to improve the teaching quality of "network marketing" course and provide beneficial reference for the construction of application-oriented curriculum.

Key words: Professional ability; Network marketing; Curriculum reform

1.INTRODUCTION

With the development of the Internet and the deepening of economic globalization, network marketing, as a course of economics and management majors in most universities and vocational and technical colleges, focuses on the cultivation of network marketing related talents. With the rapid development of economy, the continuous change of marketing environment, and the continuous adjustment of employers' requirements, at present, entering the 21st century with the rapid development of network economy, there are different requirements for the cultivation of marketing talents. It is necessary to reform the traditional teaching mode in order to cultivate marketing talents more suitable for the requirements of society and enterprises [1-3].

THE URGENT NEED OF MARKET DEVELOPMENT

The prime minister at the third session of the Twelfth National People's Congress proposed the Internet plus plan: "formulate the Internet plus action plan, promote the integration of mobile Internet, cloud computing, big data, logistics network and modern manufacturing industry, promote the healthy development of e-commerce, industrial Internet and Internet finance, and guide Internet companies to expand the international market." China's "13th Five-Year plan" plan also mentioned the implementation of the "Internet plus" action plan, which promoted the extensive and extensive application of the Internet, and promoted the transformation of production mode and organization mode, forming a new form of industrial development that is networked, intelligent, service-oriented and coordinated. This also indicates that in the next five years or even in a longer period of time, the Internet field will usher in an unprecedented new height of development, and related industries will be more hot.

Under the Internet plus background, the e-commerce market is booming, and the professional network marketing talent gap is also increasing. On the one hand, the business model based on the Internet is gradually expanding, the scale of online shopping is developing rapidly, the online market transaction degree is high, and the transaction share is increasing day by day. On the other hand, it is urgent to have marketing talents with professional level and practical experience. All these have brought opportunities for the curriculum reform of network marketing.

3. POWERFUL GUARANTEE OF COLLEGE POLICY

In March 2019, international business school issued the notice on Revising the training program and carrying out teaching reform in 2019 (No. 4 document of the college). Based on the analysis of the development direction of the college and the national requirements, the college proposed clear requirements and time nodes for the curriculum reform of our college. It is required that the curriculum should be in line with the principle of high-end occupation employment, and the target position should not be 2000-3000 yuan; at the same time, the curriculum should be based on the principle of large-scale courses and cross courses, and the courses with 40 class hours or less should be basically cancelled to reflect the systematic nature of the discipline. Finally, in line with the principle of rejecting water courses, we should refuse to "set courses according to people" and "simply set courses based on teaching contents". Through curriculum reform, we should change students' passive learning into active learning and stimulate students' desire for knowledge. We should turn the one-way teaching of imparting knowledge into a place where we can enlighten wisdom, cultivate thinking mode and ideas, turn theoretical learning into teaching to improve professional ability, and turn result learning into process learning. In the design of teaching content, we should highlight the

two characteristics of internationalization and professionalization. Strive to change the traditional classroom teaching mode, more than 50% of professional basic courses and professional courses change a PPT, blackboard writing and traditional classroom teaching method taught by teachers. Encourage various types of revolutionary classroom reform attempts: inquiry teaching, participatory teaching, experimental teaching, flipped classroom teaching, personalized teaching, mixed teaching; second, encourage the attempt of various types of assessment methods, more than 80% of professional basic courses and professional courses eliminate the assessment method of the last closed book examination. Third, we should encourage the intersection of subjects and courses. We should encourage the opening of interdisciplinary and interdisciplinary new courses, and encourage the teaching of combined courses. These measures have created a good atmosphere for the reform of network marketing course.

4. THE SPECIFIC PLAN OF THE COURSE REFORM OF "NETWORK MARKETING"

4.1 Teaching methods and means

At present, the teaching mode of network marketing still stays in the stage of inculcation and cramming. It takes books as the center, teachers as the main body, and the full hall teaching method as the means. It ignores the interaction and communication between teachers and students, so that students are completely in a passive learning state, can not give full play to their enthusiasm and initiative, and make students tired of learning for a long time Cheng has become a pure teacher behavior with the absence of learning subject.

After the reform, project-based, case-based and participatory teaching will be adopted, and the classroom will be returned to students. Case analysis will be used as the course introduction in each chapter, supplemented by group discussion and opinion statement, so that students can collect and understand what is going on and what is happening in the current network marketing, so as to enhance the enthusiasm and participation of the class.

4.2 Practice

Practical teaching can cultivate students' basic skills of network marketing and grasp the skills of market opportunities. Especially in the Internet plus era, we should focus on mastering new media marketing methods and methods, laying a solid theoretical foundation and developing good technical skills for network marketing. After the curriculum reform, each student is required to shoot and produce short videos of products that can be sold and marketed through the Internet, so that students can get in touch with the current online marketing methods and really learn to apply them.

4.3 Performance assessment

At present, the examination of this course adopts the closed book examination method, with the usual score accounting for 30% and the paper score accounting for 70%. In the end, 40% of the students are required to participate in the production of a new video in the class, which accounts for 40% of the students' real writing skills Network marketing means have a certain degree of understanding and grasp.

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Application Analysis of New Environmental Protection Technology in Petrochemical Industry

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Abstract: With the rapid development of economy and science and technology, the society is progressing and the times are changing rapidly. The following adverse effects are the environmental pollution and the loss of natural resources. The concept of green environmental protection is the key to the goal of sustainable development in China, and it is also the focus of attention of people all over the world. The petrochemical industry is one of the high pollution industries. If the gas emitted in the process of production and manufacturing is not effectively treated, it will cause serious pollution to the atmosphere, and ultimately affect the survival and development of human beings. Therefore, based on the petrochemical industry, this paper explores the specific application of new environmental protection technology, and studies the sustainable development of environmental protection in the field of petrochemical industry in the new era.
Keywords: New environmental protection technology; Petrochemical industry; Application

1.INTRODUCTION

In the petrochemical industry, a large number of pollutants will be produced in the process of production and manufacturing, such as sewage, waste water, waste residue, waste gas and so on. These pollutants which will have a serious impact on the atmosphere and living environment must be effectively treated by environmental protection, otherwise it will seriously damage the environment and affect human health. Therefore, the application of new environmental protection technology in petrochemical industry is very important, which is not only the key to ensure green production, but also an effective way to promote the innovation and development of environmental protection technology.

2. APPLICATION VALUE ANALYSIS OF NEW ENVIRONMENTAL PROTECTION TECHNOLOGY IN PETROCHEMICAL INDUSTRY

For the current petrochemical industry, the application of new environmental protection technology is an effective measure to solve the problem of environmental pollution. The first is to help the petrochemical industry reduce the consumption of resources, because the petrochemical industry needs a large number of raw materials, energy and auxiliary materials in the production and manufacturing process. The use of these resources affects the natural environment and energy reserves. The new environmental protection technology looks at petrochemical production from the perspective of sustainable development, so it can promote the development of petrochemical industry The problem of production pollution has been solved effectively. Secondly, petrochemical enterprises improve the production mode by applying new environmental protection technology in the production and manufacturing process, which can not only maximize the technical efficiency, but also improve the overall production quality and efficiency. For example, the improvement of the recovery rate of production tail gas promotes the improvement of the environment around the production plant, which to a certain extent promotes the further development and implementation of the concept of green environmental protection [1].

3. SPECIFIC APPLICATION OF NEW ENVIRONMENTAL PROTECTION TECHNOLOGY IN PETROCHEMICAL INDUSTRY

3.1 Microbial decomposition technology

Oily wastewater is one of the most important environmental pollution problems in petrochemical industry. Microbial decomposition technology is an effective technology to decompose microorganisms efficiently, promote production and improve quality. It is also an effective way to treat oily wastewater for petrochemical industry. The treatment method of oily wastewater by microbial decomposition technology is as follows: firstly, the oily wastewater is discharged into the treatment tank, and then the microorganisms cultured in advance are extracted, and then placed in the oily wastewater treatment tank, so as to treat the oily sewage with the help of the decomposition and purification function of the microorganism itself, and then discharge the production sewage reasonably. The role of microorganisms can effectively separate oil and water in oily wastewater, so as to achieve the goal of reducing the oil content of sewage. Moreover, the discharge of oily wastewater after treatment by microbial decomposition technology is more in line with the concept of environmental protection. The substantial reduction of oil content can effectively ensure the minimization of environmental pollution caused by petrochemical production.

3.2 "Three wastes" treatment technology

"Three wastes" refer to waste water, waste gas and waste residue. The application of "three wastes" treatment technology is as follows:

3.2.1 Application of wastewater treatment technology. The wastewater produced in petrochemical production contains a lot of harmful substances such as heavy metals

and chemical elements. Direct discharge will not only affect the quality of the surrounding water source, but also affect the water safety and health of the surrounding residents, which will seriously damage the stability of the surrounding water system. Therefore, the wastewater generated in the petrochemical production and manufacturing process needs to be treated by dust reduction, adsorption and other technical methods. The use of degradation technology can effectively remove the harmful substances in the wastewater, so as to reduce the impact on the surrounding environment [2].

3.2.2 Application of waste residue treatment technology. The waste residue in petrochemical industry is one of the accompanying products. Some products will produce a lot of waste residue in the production process, and may have certain toxicity. It will naturally volatilize and affect people's health. Composting, incineration and comprehensive utilization are effective means to treat industrial waste residue. Composting method can "turn waste into treasure" and make it become useful fertilizer. Incineration method is to make waste residue into fuel, which can provide combustion energy on the basis of reducing pollution. Comprehensive utilization method makes waste residue become building materials, which completely achieves environmental protection effect. This different form of waste residue treatment technology greatly reduces the amount of petrochemical production waste residue, not only promotes the development of agriculture, but also promotes the use of resources in the construction industry, directly promoting the maximization of economic benefits of enterprises.

3.2.3 Application of waste gas treatment technology. In the petrochemical industry, industrial tail gas will be produced in the process of production, storage and transportation. This kind of harmful gas is light in weight and easy to diffuse with the wind in the air, which will affect the air quality of the environment, lead to acid rain, land salinization and so on, and affect human health. For the treatment of petrochemical waste gas, the photocatalytic technology and supercritical extraction technology in the new environmental protection technology are applied. The main purpose is to make the waste gas pass the pressure and effective chemical treatment and then discharge reasonably, so as to reduce the content of harmful substances in the waste gas and improve the environmental protection of petrochemical production [3].

3.3 Green production technology

For the current social and national development, green environmental protection production technology is the concept of sustainable development vigorously promoted by all countries in the world, and with the vigorous development of petrochemical industry, the problem of environmental pollution has become increasingly prominent, so the development of petrochemical industry has been gradually concerned. The application of green environmental protection production technology in petrochemical industry is as follows:

3.3.1 Select green production process. In the process of petroleum chemical industry, the key to environmental protection is to avoid the production of harmful gases. In addition, petrochemical enterprises and relevant national departments should increase research efforts and actively explore new green production processes, so as to promote the improvement and innovation of petrochemical production technology, ensure the green production environment and protect the green natural environment.

3.3.2 Use green raw materials. Some developed countries have developed green raw materials with propylene glycol and dimethyl carbonate as the main components. China's petrochemical industry can actively introduce them to reduce production pollution and improve the production technology level of petrochemical industry. Environmental protection process test results show that the production of copper chloride is relatively large and the pollution to the atmospheric environment is relatively serious. After the application of green environmental protection raw materials, the output of copper chloride is directly zero, basically solving the pollution problem. At the same time, raw materials with oxalic acid as the main component can reduce the production of harmful gases. Petrochemical enterprises should continue to research and apply new environmental protection raw materials and catalysts in the development process, so as to promote the green and environmental protection development of production and manufacturing.

4.CONCLUSION

On the one hand, it can not only reduce the environmental benefits and social benefits of petrochemical enterprises, but also promote the environmental protection and social benefits of the new technology. In the future development process of society, it is still necessary to increase the development and research of environmental protection technology, so as to promote the innovation and application of environmental protection production technology, so as to promote the sustainable development of petrochemical industry and other industries.

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Analysis of New Mode of Innovation and Entrepreneurship Education for College Students Under the Background of Internet Plus

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Abstract: In recent years, with the rapid development of information technology, the Internet has become an important driving force for social development. Under the background of "Internet plus", the innovation and entrepreneurship education of university students is facing the constant impact and influence of information technology, and the educational mode will usher in a good opportunity for innovation and upgrading. College Students' innovation and entrepreneurship education, as the main educational task of cultivating a new generation of Applied Talents in Colleges and universities, runs through the whole university education system and is one of the main modes of talent cultivation in Colleges and universities. At present, with the increase of the number of college students and the saturation of the employment market, the cultivation of College Students' innovation and entrepreneurship ability has become one of the main educational tasks of colleges and universities. In the context of "Internet plus", combining the development characteristics of information technology, the creation of a new education mode of innovation and entrepreneurship for college students will help improve the innovative and entrepreneurial ability of college students, improve the quality of teaching and effectively solve the problem of employment for college students. Based on the Internet plus, this paper studies the new mode of College Students' innovation and entrepreneurship education, with a view to achieving the high-quality education of innovation and entrepreneurship.
Key words: Internet plus; university students; Innovation and entrepreneurship education; New mode

1.INTRODUCTION

Under the new situation, with the continuous reform of China's higher education system, the Ministry of education has clearly put forward that the cultivation of contemporary college students' innovation and entrepreneurship ability should be placed in an important position in college education, and efforts should be made to cultivate socialist successors and builders in China. Under the background of "Internet plus", universities earnestly implement the requirements of the state's training of innovative and entrepreneurial capabilities for students, which not only meet the requirements of educational reform, but also the needs of the development of our social market. Under the background of "Internet plus", information technology has spawned new social products on the one hand, and is also attacking the traditional mode of innovation and entrepreneurship education for college students. Therefore, under the background of "Internet plus", only by combining with the trend of information environment, catering to the new trend of development, changing educational mode in a timely manner, innovating new ways, and studying new path of innovation and entrepreneurship education, can we cultivate contemporary college students' innovation and accomplishment and accomplish our educational task. Based on the analysis of the new mode of College Students' innovation and Entrepreneurship Education under the background of "Internet plus", we need to combine the important connotation of "Internet plus", and start with the significance of innovation and upgrading of the innovation and entrepreneurship education mode of university students, find out the problems existing in the current innovation and entrepreneurship education of college students, and analyze the path of building new models of innovation and entrepreneurship education for college students.

2. IMPORTANT CONNOTATION OF INTERNET PLUS

Internet plus is the product of the development of information technology. It is a new development form of the traditional Internet and a further embodiment of Internet thinking in real life. Internet plus, the Internet plus all traditional industries, aims to integrate information with technology and Internet platform to achieve a new development environment. Internet plus represents a new form of social development. In the process of social development, the Internet plays an important role in the optimization and integration of all walks of life. Under the background of "Internet plus", the new technological products represented by big data provide information support for all fields of our society, further integrate information technology with contemporary business areas, develop and expand new formats, and create new industrial growth points. At the same time, the Internet provides a new environment for mass entrepreneurship and innovation, provides a system guarantee for the intelligent industry, enhances the development of various undertakings in China, and promotes the effective

promotion of the national economy [1]. The seven characteristics of cross border integration, innovation driven and reinventing structure under the background of "Internet plus" are the main characteristics of Internet plus (as shown in Table 1), which represents the close relationship between the Internet and social development, and also represents the high degree of integration of the Internet in various social undertakings. Therefore, under

the background of mass entrepreneurship and innovation, based on the "Internet plus", it is a good embodiment of the highly integrated Internet and education industry to study and cultivate new models of university students' innovation and entrepreneurship. It is also an inevitable trend of upgrading the mode of innovation and entrepreneurship education.

Table 1 Seven main characteristics of Internet plus

"Internet plus" feature	content
Cross border integration	Cross border means change, dare to cross-border. The integration of industrial development and information technology makes the innovation foundation more solid and the industrial path more vertical.
Innovation driven	In the information environment, China's extensive resources can no longer drive social development effectively. "Internet plus" drives social undertakings to develop and innovate with revolutionary force.
Remodel structure	"Internet plus" will break the traditional social, cultural and educational structure, create a new development mode, and promote the self innovation and development of various businesses.
Respect human nature	The brilliance of human nature is the fundamental force to promote the continuous development of science and technology, culture and education. The powerful influence of the Internet is based on the awe of people.
Open ecology	The Internet will break the original closed ecological environment, effectively connect the isolated products, and realize the resource transmission between various industries.
Connect everything	The Internet plus aims at connecting all social ecology, integrating social development ecology and information technology effectively, and creating new growth poles.
legalized economy	The Internet plus is essentially the service of social development, and the economy is an important product of effectively driving social development. Therefore, the application of the Internet in society, only based on the legal system, can ensure the balance of economic ecology.

3. THE INNOVATION SIGNIFICANCE OF THE INNOVATION AND ENTREPRENEURSHIP EDUCATION MODE OF COLLEGE STUDENTS IN THE INTERNET PLUS ERA

3.1 Requirements of national education reform

At present, with the development of our socialist cause and the "Internet plus" background, cultivating the ability of innovation and Entrepreneurship of college students has been the main thread of the education in Colleges and universities, and is also an important index for assessing the quality of higher education. Since the 21st century, with the continuous development of information technology, the Internet has become an important part of education and teaching, especially in recent years, 5g technology is improving day by day, and the development of China's education has ushered in a new momentum of development. Based on this, as early as a few years ago, China has increased the layout of College Students' innovation and entrepreneurship ability education. At this stage, China's education reform has clearly put forward that colleges and universities should integrate the Internet into the education work, combine with the new trend of information technology development, accelerate the research on the new mode of innovation and entrepreneurship education for college students, so as to better follow the pace of information development and cultivate high-quality applied talents in China [2]. Under the globalization perspective, the popularization and application of information technology in the world, and training the ability of innovation and Entrepreneurship of

university students must go out of school and try new development path. This is also the two basic requirements of open ecology and reshaping structure in seven characteristics of Internet plus. Based on this, China's new round of educational system reform has made the theme of mass entrepreneurship, innovation and Internet plus the main topic of today's higher education. The innovation of the innovation and entrepreneurship education mode in Colleges and universities should be based on the basic connotation of "Internet plus" and should be integrated with the current globalization education background. In order to cultivate the ability of innovation and Entrepreneurship of contemporary college students, we must stick to the "Internet plus" innovative education route and study the new educational model that meets the new trend of development in order to better fulfill the reform requirements issued by the state and cultivate our innovative high-quality talents.

3.2 New trends of social development

Since entering the 21st century, China's social economy has made great progress, and the development of various undertakings has also shown a vigorous trend. However, in recent years. With the rapid growth of market economy, market competition is becoming more and more fierce. Looking at the new situation, it is not only the competition between colleges and universities, but also the competition between college students and college students. With the further saturation of the market environment, higher education has begun to be popular, and the highly educated background which was once praised by college

students has gradually stepped down from the altar and moved towards a higher level. In this regard, under the background of the new era, the ability of innovation and entrepreneurship has become one of the core qualities of contemporary college students, and it is also the main competitive advantage of every college student [3]. In the face of fierce competition in the market environment, colleges and universities only increase the innovation and entrepreneurship education of college students, in order to better improve the overall education strength of the University and consolidate the position of the school in the field of education. Only by effectively improving their ability and consciousness of innovation and entrepreneurship can contemporary college students avoid being involved in the vortex of employment pressure and make contributions and create value for the socialist development of our country as soon as possible. In addition, from the perspective of education development, creative talents are also the best footnotes of talent training in Colleges and Universities under the information environment. The reality shows that a country's international competitiveness, in the final analysis, has a fundamental connection with the national innovation and entrepreneurship literacy, and college students, as China's socialist successors, are the main component of improving the national core competitiveness [4]. Therefore, universities should stand in the context of "Internet plus", reexamine the problems of College Students' innovation and entrepreneurship education, and create an educational model that is in line with the new trend of social development as soon as possible, in order to better follow the pace of social development and make due contributions to the development of the country.

PROBLEMS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS UNDER THE BACKGROUND OF "INTERNET PLUS"

4.1 Incomplete innovation and entrepreneurship education system

Under the environment of Internet plus, the integration of information technology in the field of education, the Internet has a great impact and impact on education and teaching. In the era of "Internet plus", information technology integration in the innovation and entrepreneurship education of university students is both an opportunity and a challenge for university teaching. However, under the background of the new era, there are still many problems to be solved in the innovation and entrepreneurship education of college students, among which the incomplete innovation and entrepreneurship education system is one of the typical problems. Education system is not only the basic support of teaching work in Colleges and universities, but also an important living reference. At present, there is a certain decoupling phenomenon between the overall education system and the innovation and entrepreneurship education in many colleges and universities in China. The single curriculum of innovation and entrepreneurship education for college students and the mismatch of the top-level education system are the main factors for the imperfection of the

overall system of innovation and entrepreneurship education. First of all, as far as the discipline of innovation and entrepreneurship education in Colleges and universities is concerned, according to the survey, the development of innovation and entrepreneurship education in most colleges and universities in China mainly relies on a single curriculum or discipline, and the development of innovation and entrepreneurship education is also limited to the traditional curriculum, which does not change all the year round, and lacks innovation and integration on the curriculum. Secondly, under the background of "Internet plus", the education system in Colleges and universities still tends to be in regular professional disciplines, and the amount of innovation and entrepreneurship education is less, and the content of innovation and entrepreneurship education is simple and simple. Due to the incomplete innovation and entrepreneurship education system and the unreasonable top-level system design, the university students' innovation and entrepreneurship education work lacks institutional support, which leads to the phenomenon that the innovation and entrepreneurship education only pays attention to the exterior rather than the inside [5]. Therefore, in order to fundamentally change the current college students' innovation and entrepreneurship education problems and create an efficient education mode, we need to start from the education system and improve the corresponding education system.

4.2 The mode of innovation and entrepreneurship education is single

At present, with the rapid development of information technology and the continuous extension of the education industry, intelligent teaching equipment based on computer technology has sprung up. With the continuous emergence of intelligent teaching equipment, China's education is suffering from a major impact, and teachers' teaching has gradually changed. Especially after the impact of the new epidemic, in this special environment, China's education as a whole presents a transition from traditional education to online education. Although information technology has a great impact on college education, the development of innovation and entrepreneurship education in universities still stays at the original level. In the teaching process, the application of information technology by professional teachers is limited to multimedia teaching in the classroom, and the extension of modern teaching is not enough, so that the goal of innovation and entrepreneurship education of Internet plus has not really been achieved. The single mode of innovation and entrepreneurship education can be attributed to two aspects: the old teaching structure and the empty teaching content. First of all, in terms of teaching structure, many colleges and universities have failed to pay enough attention to the innovation and entrepreneurship education of college students. The structure of innovation and entrepreneurship education is not rigorous, which is only limited to classroom teaching. Professional teachers pay too much attention to theoretical explanation and lack of corresponding practical training. In the process of innovation and entrepreneurship

education, some teachers even break away from the multimedia teaching equipment, and only focus on the content of teaching materials. Secondly, the teaching content is vague. Many college innovation and entrepreneurship education textbooks stay on the traditional content all the year round, without timely innovation according to the changes of the times. The implementation of innovation and entrepreneurship education adopts "one size fits all" teaching content, does not pay attention to teaching practice, teaching content is vague and simple, teaching content is not detailed, theoretical is too strong, and does not reflect innovation and entrepreneurship The practical performance of Education [6]. In addition, due to the different emphasis of each department, innovation and entrepreneurship education should also be arranged according to the characteristics of students' major. Due to the school does not achieve the fine differentiation of education content, innovation and entrepreneurship education is difficult to play a practical role.

4.3 The practice channels of innovation and entrepreneurship are limited

At present, with the reform of higher education in China, the state clearly puts forward that higher education should shift from "paying attention to subjects" to "paying attention to people", highlighting the dominant position of students, paying attention to the combination of teaching theory and practice, imparting theoretical knowledge to college students, and emphasizing the practical application of knowledge, so as to improve students' practical ability. However, under the background of Internet plus, the process of developing college students' innovation and entrepreneurship education in China is still limited to the traditional teaching mode. The practice is limited to the classroom and the campus. Students lack good practice platform for innovation and entrepreneurship, and they can not verify their knowledge. Under this problem, the most typical performance is the vacancy of university innovation and entrepreneurship practice base and the limitation of practice platform [7]. First of all, in terms of the vacancy of innovation and entrepreneurship practice base in Colleges and universities, China has repeatedly stressed in the reform of university education system that colleges and universities should step up the creation of innovation and entrepreneurship practice base for college students, provide innovation and entrepreneurship practice platform for college students, and better cultivate their knowledge application ability. According to the survey, the current college students' entrepreneurship practice bases in many colleges and universities in China are basically idle or leased. In order to save expenses and reduce teaching costs, some schools use the college students' Entrepreneurship bases for other commercial purposes, and students do not enjoy the benefits on the entrepreneurship platform. In addition, there are also many colleges and universities have not established college students' entrepreneurship practice base, and lack of corresponding innovation and entrepreneurship practice channels. Finally, the limited platform of practice, the current university innovation and

entrepreneurship education in China is basically confined to the school level, and in the "Internet plus" background, it has not gone out of school to strengthen students' innovative entrepreneurial skills. Therefore, as the front position of training applied talents in our country, universities can only achieve the goal of quality education in innovation and entrepreneurship under the background of "Internet plus", only by opening up the channels of innovation and entrepreneurship.

4.4 Lack of teachers for innovation and Entrepreneurship Education

With the advent of the era of big data, the setting of innovation and entrepreneurship education related courses in most colleges and universities is still single. In order to reduce the waste of teaching resources, some colleges and universities set the curriculum of professional innovation and entrepreneurship education uniformly, and professional teachers are also arranged uniformly. The number of subject teachers is small, and some colleges and universities even have part-time phenomenon. From the perspective of long-term development of education, this is not only a typical manifestation of the lack of attention to innovation and entrepreneurship education in Colleges and universities, but also one of the main reasons for the shortage of teachers in innovation and Entrepreneurship Education [8]. Finally, on the single level of professional teachers, teachers are the main personnel involved in innovation and entrepreneurship education, and they are also the developers of innovation and entrepreneurship education. Colleges and universities despise the innovation and entrepreneurship education of college students, which leads to the lack of rigor of professional teachers' teaching, and the failure of professional teachers to invest enough energy and effort in the innovation and entrepreneurship education of college students As a result, the education mode is old and rigid, and the teaching concept is backward, which affects the overall teaching quality and students' learning effect. Under the background of "Internet plus", the weak Faculty of innovation and entrepreneurship education in universities will lead to serious problems in innovation and entrepreneurship education, and the obsolete and backward teaching mode will seriously restrict the improvement of College Students' innovative and entrepreneurial ability.

5. NEW MODE OF INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS UNDER THE BACKGROUND OF "INTERNET PLUS"

5.1 Improve the innovation and entrepreneurship education system

Education upgrading, system first, education system is the support of education development. Therefore, only by building a solid foundation of innovation and entrepreneurship education can we provide a solid and powerful shield for the development of innovation and entrepreneurship education for college students. To improve the quality of College Students' innovation and entrepreneurship education and establish a new mode of innovation and entrepreneurship education, we should

start from improving the innovation and entrepreneurship education system, and effectively build a new mode of innovation and entrepreneurship education. First, universities should stand in the "Internet plus" perspective, reexamine the current problems of College Students' innovation and entrepreneurship education, thoroughly implement the requirements of the state to cultivate the contemporary college students' innovative and entrepreneurial capabilities, and clarify what educational responsibilities are. Colleges and universities should integrate the concept of education into the cultivation of College Students' innovation and entrepreneurship ability, and improve the top-level discipline design of colleges and universities. For example, we should optimize the professional subject content of each department, integrate the content of innovation and entrepreneurship education into each course, take the innovation and entrepreneurship discipline as the guide, and form a strict teaching system to fundamentally break through the traditional teaching system In order to improve the students' social responsibility and practical ability, and to strengthen the

students' innovation and entrepreneurship consciousness, colleges and universities should combine the innovation and entrepreneurship education with ideological and political courses, and strengthen the students' sense of social responsibility and practical ability, so as to ensure the students' innovative and entrepreneurial consciousness Reading is effectively injected into the students' mind. Finally, the construction of innovation and entrepreneurship education system for college students should adhere to the principles of subjectivity, innovation, difference and practicality (as shown in Table 2), so as to ensure that the innovation and entrepreneurship education of college students has flexible characteristics and avoid serious teaching process. The construction of innovation and entrepreneurship education system should effectively add information elements. Through the improvement of discipline education system and the integration of information elements, a new innovation and entrepreneurship education system should be constructed, so as to establish a new innovation and entrepreneurship education mode for college students.

Table 2 Construction principles of innovation and entrepreneurship education system for College Students

Construction Principles	content
Subjectivity	We should emphasize the subjectivity of college students, highlight their dominant position, and give full play to their autonomous learning ability
Innovation	To meet the law of social development; to meet the requirements of educational development; to stimulate college students' creativity
Difference	Teaching students in accordance with their aptitude; individualized education; adapting to professional characteristics
Practicality	Combining theory with practice and improving college students' practical ability

5.2 Enrich innovation and entrepreneurship education mode

Under the environment of "Internet plus", relying on big data, intelligent teaching equipment is constantly applied in the field of education, which provides great convenience for educators and promotes the development of various educational work. The establishment of a new mode of innovation and entrepreneurship education needs to keep pace with the trend of information technology development. We should seriously understand seven important principles and characteristics of "Internet plus", including cross boundary integration, innovation driven, reshaping structure, respect for humanity, open ecology, linking everything and legal economy, and create the basic framework of "Internet plus innovation and entrepreneurship education". Professional teachers should clarify the relationship between "Internet plus" and innovation and entrepreneurship education, effectively utilize the existing Internet equipment, and actively expand the teaching channels for innovation and entrepreneurship, so as to create a new [10] mode for classroom and extracurricular multidimensional integration. First of all, in the classroom of innovation and entrepreneurship education, professional teachers should start from optimizing the courseware content, effectively use multimedia teaching equipment, and effectively present innovation and entrepreneurship knowledge to students through video, sound, image and other means, play precious video materials related to the course for

students, further influence students' thinking, and guide students to establish innovation and entrepreneurship consciousness. Finally, in terms of extracurricular innovation and entrepreneurship education for college students, professional teachers should start to create college students' innovation and entrepreneurship associations in the teaching process. Professional teachers should effectively lead students to participate in campus innovation and entrepreneurship practice activities and give full play to the effectiveness of campus entrepreneurship practice platform. Teachers should actively carry out network innovation and entrepreneurship education activities by using campus network platform and learning platform Through the network channel, the knowledge of innovation and entrepreneurship is connected with the students' life, which penetrates into the students' daily life and extends the value chain of innovation and entrepreneurship education.

5.3 Broaden the practice channels of innovation and Entrepreneurship

In the reform of China's higher education system, the state clearly points out that the implementation of various education work in Colleges and universities should adhere to the principle of combining theory with practice. Therefore, the development of College Students' innovation and entrepreneurship education should broaden the channels of innovation and entrepreneurship practice, create a good innovation and entrepreneurship

practice platform for college students, and improve their knowledge application ability. In order to broaden the practice channels of College Students' innovation and entrepreneurship, colleges and universities should start from both campus and off campus, establish an all-round practice platform and create a new mode of innovation and entrepreneurship education for college students. First of all, in terms of the construction of campus innovation and entrepreneurship practice platform, colleges and universities should strengthen the construction of school entrepreneurship practice base, set up special funds, strengthen the construction of innovation and entrepreneurship practice platform, and enrich the content of campus practice base platform, such as creating entrepreneurship special zone, crowd innovation space, innovation and entrepreneurship college, campus incubation base, innovation experience area, etc. Through the creation of campus innovation and entrepreneurship platform, we can create a brand of characteristic innovation and entrepreneurship education. Professional teachers play their own leading role, lead students to participate in campus entrepreneurship practice activities, hold innovation and entrepreneurship practice competition regularly, strengthen the communication and cooperation between teachers and students, students, and make students develop the awareness of win-win cooperation, innovation and entrepreneurship [11]. Finally, the establishment of off campus practice platform, colleges and universities should effectively play their own resources, actively establish a close school enterprise relationship with local innovation and entrepreneurship enterprises, borrow enterprise quality platform, professional teachers lead students to participate in the wave of enterprise innovation and entrepreneurship, increase students' knowledge and improve their practical skills. Through the expansion of innovation and entrepreneurship practice channels, the innovation and entrepreneurship practice ability of students is effectively enhanced, and the innovation and entrepreneurship knowledge system of students is further consolidated.

5.4 Strengthen the teaching staff of innovation and Entrepreneurship Education

As the developer of education and teaching, teachers are the main force to promote the development of disciplines. From the perspective of students, the teaching quality of professional teachers directly determines the learning effect of students, and the composition of college teachers dominates the overall construction quality of the school. Under the background of "mass entrepreneurship, mass innovation", professional teachers' work is the leading factor to improve college students' innovation and entrepreneurship literacy, and plays a leading role in college students' learning. Therefore, we should speed up the upgrading of the education mode of College Students' innovation and entrepreneurship and set up a new mode of innovation and entrepreneurship education. On the one hand, we should combine the trend of "Internet plus" education, strengthen the Faculty of innovation and entrepreneurship education, and build a scientific and complete framework for teachers. On the other hand,

teachers in vocational schools should enhance their teaching skills, enrich their professional knowledge and lead them better. Students should establish innovative and entrepreneurial thinking [12]. First of all, on the expansion of College Students' innovation and entrepreneurship education teachers, colleges and universities should thoroughly eliminate the obstinacy and prejudice of College Students' innovation and entrepreneurship education, thoroughly implement the education requirements issued by the state, put the cultivation of students' innovation and entrepreneurship ability in an important position in school education, and rearrange the personnel of innovation and entrepreneurship education, for example, according to the characteristics of each college and department, we should pay more attention to the innovation and entrepreneurship education Divide into various majors, refine innovation and entrepreneurship teaching materials, optimize the allocation of teachers, strictly eliminate the "one size fits all" phenomenon in the innovation and entrepreneurship education; try to employ outside innovation and entrepreneurship celebrities, regularly come to the school to carry out innovation and entrepreneurship guidance for students, so as to better enrich students' innovation and entrepreneurship knowledge system. Finally, in terms of improving professional teachers' teaching ability, the school should establish an effective innovation and entrepreneurship teaching and training platform for teachers, and teachers should participate in training activities on time to consolidate their teaching ability. Finally, professional teachers should also strengthen their awareness of autonomous learning, constantly enrich their Internet thinking and improve their teaching level. Through the expansion and optimization of educators in the school and the employment of famous people outside the school, the school constructs a strong teacher structure, so as to realize the qualitative leap of the innovation and entrepreneurship education mode of college students; through the establishment of teacher training platform and the improvement of teachers' self ability, it ensures the high-quality development of innovation and entrepreneurship education for college students.

6.CONCLUSION

To sum up, colleges and universities, as the main position of cultivating the new generation of Applied Talents in China, shoulder the responsibility of Cultivating College Students' innovation and entrepreneurship ability. As the successors and builders of socialism in China, college students are the new force of the future social development. They bear the great mission of building the motherland and benefiting the society. Under the background of "Internet plus", the research on strengthening the new mode of College Students' innovation and entrepreneurship education is related to the lifelong growth and social development of college students. Based on the analysis of the connotation of "Internet plus", we will establish a new mode of innovation and entrepreneurship education for college students, and improve the quality of innovation and Entrepreneurship of college students by Internet plus.

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Basic Principle and Research Progress of Ecological Remediation of Contaminated Soil

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Abstract: Under the background of rapid social development, China's economy has been significantly improved, and various industries have broad development space. Soil is the premise and basic condition for biological survival, and soil is also the dissolution of pollutants. Therefore, it is of practical significance to carry out soil pollution control work, which should be paid attention to by all walks of life and our government. From the perspective of ecological principles, the implementation of the treatment of soil pollution will significantly improve the efficiency and quality of pollution control. In the process of China's economic transformation, we should always pay attention to the pollution control work, and deeply study and promote the ecological restoration technology of soil, so as to prevent the soil from being polluted in essence and lay a solid foundation for promoting China's sustainable development. Therefore, this paper will focus on the basic principles of ecological remediation of contaminated soil and research progress as the theme to carry out analysis, through a detailed understanding of the basic principles of ecological remediation of contaminated soil, and then put forward feasible countermeasures to promote the smooth development of ecological restoration of contaminated soil.
Key words: Ecological restoration of contaminated soil; Basic principles; Research progress

1.INTRODUCTION

Due to the significant improvement of China's economy, all industries and agriculture focus their attention and development focus on improving economic efficiency, and pay little attention to the purification and discharge of pollutants produced in the production process. As a result, various pollution problems appear and can't be dealt with in essence, which has a negative impact on the sustainable development of our society and people's quality of life influence. For soil pollution, it has a variety of characteristics, such as concealment, wide radiation range, and it is difficult to repair in a short time after the occurrence of pollution problems. Therefore, we should adopt the means of ecological restoration to deal with all kinds of soil problems, and significantly enhance the attention of the masses to soil pollution.

2. RESEARCH ON THE BASIC PRINCIPLES OF

ECOLOGICAL RESTORATION OF CONTAMINATED SOIL

For the ecological restoration of contaminated soil, it is a comprehensive treatment work. We should pay attention to the reasonable use of modern soil remediation methods to make up for the defects existing in the traditional soil pollution control work. Therefore, it requires researchers to deeply analyze the basic ethical framework of soil remediation, provide more professional and scientific basis for soil remediation, and find out the starting point of soil ecological restoration smoothly, so as to lay a solid foundation for the implementation of comprehensive, efficient and low-cost remediation of contaminated soil. The so-called theory of soil ecological restoration represents the use of biotechnology to restore the soil environment. In this process, plants and microorganisms will play a role in optimizing the soil environment, and chemical, physical and other means can be used to form a relatively perfect soil remediation system. Ecological restoration is to adhere to the principle of biology as the basis, and then use remediation plants and degradation microorganisms to control the metabolic process of environmental pollutants. Moreover, ecological restoration can make comprehensive use of various remediation methods, so it will adhere to the basic pollution control principle of recycling and regeneration, with the ultimate goal of adjusting the soil environment. It should be noted that the ecological restoration technology is relatively complex and systematic, which requires researchers to have professional skills and comprehensive quality, and master and flexibly use the contents of ecology, pedology, chemistry, physics, microbiology, etc[1].

The reasonable use of ecological remediation methods of contaminated soil will effectively overcome the chemical and biological remediation methods, change the soil properties, and avoid the formation of secondary pollution. Because it is mainly to achieve phytoremediation, and then flexible use of physical and chemical means to form phytoremediation joint repair. Moreover, the optimization and innovation of ecological remediation of contaminated soil is not reflected in various remediation methods and technologies, but the optimal combination of various remediation methods according to local conditions to achieve the optimization of each remediation stage, and

always pay attention to the regulatory role of organisms and influencing factors in each stage.

3. RESEARCH ON THE ECOLOGICAL RESTORATION METHODS AND APPLICATION OF POLLUTED SOIL

3.1 Bioremediation of polluted soil ecology

For the in-situ bioremediation technology, its application scope has certain limitations. When it is used in the ecological restoration of subsurface soil, the working principle of in-situ bioremediation technology is to add appropriate organic nutrition to the contaminated soil, or take effective measures to reasonably control the supply of oxygen in the contaminated soil, so as to promote the microorganism in the contaminated soil to the soil Decomposition of harmful substances. Generally speaking, the soil pollution is large area, but when the staff use soil remediation methods, there are also limitations, lack of scientific in engineering quantity or economy. Therefore, soil tillage method, bacterial inoculation method, biological ventilation method and other means should be used to carry out the original microbial remediation of contaminated soil. Among the above-mentioned means, the most valuable and advantageous method is soil tillage, which is easy to operate, pollution-free and effective, but it also has certain requirements. The soil to be repaired is loose, and this method also has defects, such as long construction period, and the pollution poison will spread and disperse in the soil in various forms. According to the relevant data, it is more significant to improve the original microbial activity in the treatment of contaminated soil than the effect of adding microorganisms [2].

Ectopic bioremediation is essentially different from in-situ bioremediation, and the difference is mainly reflected in the transfer of contaminated soil to other places in the form of transportation to carry out the ecological restoration of contaminated soil. The specific operations include land tillage, fertilizer pushing and bioreactor. When the land farming method is used, the cost is low and the scope of use is wide. However, its disadvantages are obvious, because the harmful poisons in the soil will volatilize and spread to the atmosphere, so that the atmospheric environment will be destroyed. At the same time, in the soil, there will be harmful substances that are difficult to degrade. If the harmful substances accumulate for a long time, the toxicity of the polluted soil will be greatly increased.

For bioreactor method, the remediation efficiency of contaminated soil is better than other methods, but the cost of this remediation method is high, it is difficult to implement and widely used. The microorganisms used in contaminated soil remediation are diverse, including indigenous microorganisms, genetically engineered bacteria and exotic microorganisms. All kinds of microorganisms have wide application space, such as in the soil remediation of large crude oil storage base and the remediation of soil containing chemical pollutants. Therefore, it is difficult to carry out the comprehensive remediation of soil by microbial and microbial remediation.

3.2 Physical and chemical remediation of polluted soil ecology

Physical remediation is a common means, and the most common form of physical remediation is to transfer the contaminated soil to a fixed site for landfill. For new soil that is not contaminated, it is necessary to fill the void to ensure normal farming. In addition, there are cleaning methods, which require that clean water should be irrigated on the surface of polluted soil, and the heavy metal poisons in the soil should be washed with clean water to avoid the heavy metal poisons entering the deep soil, so as to reduce the content of toxic substances in the soil and lay a solid foundation for the realization of soil purification. At the same time, soil ventilation has a wide application space in the soil containing a large number of volatile toxic substances, and the cost of this method is low [4].

Chemical remediation means to add appropriate amendments to the contaminated soil, through the addition of amendments to change the anti oxygen reduction conditions and the composition of ions in the contaminated soil, adsorb or precipitate heavy metal poisons in the soil, so as to reduce the degree of heavy metal pollution in the soil. At present, lime is a common chemical remediation modifier in the ecological restoration of contaminated soil And sulfides.

3.3 Phytoremediation of contaminated soil ecology

There are three kinds of phytoremediation methods available, including plant extraction, plant volatilization and plant degradation. When phytoremediation is used, it is to plant heavy metal phytohormones on the surface of contaminated soil. After a period of time, plants will gradually grow and absorb a large number of metal contaminated poisons in the soil. As a staff member, they can observe the growth trend of plants and harvest them. After harvesting, the plants are planted repeatedly until the heavy metal pollutants in the contaminated soil are completely removed. For this plant, it has a good heavy metal absorption capacity. According to the relevant data, there are more than 700 kinds of plants with good heavy metal absorption capacity in the current plant extraction and remediation technology, and each plant can achieve different degrees of absorption effect, and the absorption rate is more than 1% [5].

Plant volatilization remediation technology is mainly to achieve the use of plant roots in the soil to absorb the harmful poisons in the contaminated soil, and in the plant there will be relevant reactions, the toxic substances will be further transformed into gaseous state, volatilize into the air, so as to reduce the degree of soil pollution. For example, Indian mustard, which has a good absorption capacity, has drawn a conclusion through the planting experiment results that in the first year of planting, Indian mustard can reduce a large number of metal pollution poisons in the soil by 48%, and the remediation effect is relatively obvious. In addition, there are other crops that can absorb and volatilize the toxic substances in the polluted soil. When the phytoremediation technology is applied in the simple structure of soil pollution, the removal effect can be more significant. However, it is

difficult to achieve a more significant remediation effect for the toxic substances with complex structure. The so-called phytoremediation means that microorganisms and plants work together to implement the remediation of contaminated soil [6]. It should be noted that since the phytoremediation technology is a natural technology, the remediation cycle will be longer, and it will take several years to restore the contaminated soil to its original healthy state.

3.4 Pay attention to update ideas to form norms

Under the background of the rapid development of society, China pays more attention to the cultivation of outstanding talents. However, due to the current agricultural workers, there is a general phenomenon of low education and culture. This requires the governments and relevant institutions to play their own leadership advantages, pay attention to the publicity of soil pollution and protection, and adopt modern means to let individual agricultural workers form a good environmental protection concept. For example, the use of media, radio, newspapers, periodicals and other means, in the production work has always been concerned about the problem of pesticide residues in the soil, without affecting the normal growth of plants, to minimize the use of pesticides. If the pesticide is used excessively, it will not only affect the growth of plants, but also pollute the soil. Therefore, we should always adhere to the concept of green planting, combine biological control and physical control technology, implement the protection of ecological environment, and ensure that when improving the safety and overall quality of products, we can also reduce the pollution of soil by organic pesticides, so as to lay a solid foundation for the long-term and stable development of China's planting industry. In addition, the Chinese government should introduce laws and regulations according to the actual development of planting industry and the existing problems, strengthen the professional management and treatment of pollution sources, formulate perfect and comprehensive industrial pollutant emission standards, and arrange professional teams to strictly monitor the pollutant emissions of related industries, so as to enhance the innovative ideas of enterprises and promote the green development Environmental protection and zero emission of pollutants provide guarantee [7].

3.5 Pay attention to the construction of perfect data feedback mechanism

For soil pollution, its characteristics are difficult to repair, high concealment, so it requires the government and relevant management departments to pay attention to the development of long-term data feedback mechanism, through this means to carry out long-term monitoring of the actual situation of soil pollution. The government should also open up experimental fields to conduct regular sample survey of soil pollution, implement accurate data collection and summary, realize systematic research by using big data technology, master the diffusion speed and location characteristics of pollution, comprehensively grasp the local soil characteristics and the basic situation of soil pollution in agricultural production areas, so as to provide professional, comprehensive and scientific soil treatment and remediation projects For protection. The government and relevant departments should also actively encourage self-employed households to pay attention to cooperation and participate in the data evaluation of soil pollution, so as to provide data reference for soil pollution prevention and control organizations, and ensure the accuracy, timeliness and characteristics of the data. For example, governments should develop data collection procedures to encourage individual growers to explain the weak links encountered in current production through online feedback in the first time based on the background of land production, so as to promote the flexible adoption of data by various institutions, significantly improve the implementation efficiency of the feedback mechanism, and realize the optimization and improvement of the data collection mechanism.

In the current rapid development of society, China pays more attention to the optimization and improvement of soil remediation efficiency, so as to reduce the time cost of soil remediation and avoid leaving pollutants in the soil. For the remediation efficiency of soil pollutants, it will be affected by various factors, mainly reflected in the physical and chemical properties of pollutants, such as molecular size, half-life, actual morphology. In order to improve the efficiency and quality of soil pollutant remediation, ensure that the remediation of soil pollution has high economy, and reduce the cost of soil pollutant remediation, it is necessary to comprehensively consider the factors of soil pollutants [8].

4.CONCLUSION

Through the analysis of the above problems, we are fully aware of the impact of soil pollution on agricultural production and people's lives under the rapid development of modern industry. Soil remediation technology has become one of the key contents to promote the development of modernization, which requires our government and relevant departments to treat soil pollution with a correct perspective, implement publicity work, build a sound pollution monitoring system, master the basic laws of soil and prevention and control according to the data feedback mechanism, and adopt ecological remediation methods to improve the quality of soil remediation. Therefore, it is necessary to have a perfect and professional management system for ecological remediation of contaminated soil, and actively adopt modern and professional means to reduce the cost of soil remediation. The ecological remediation of contaminated soil has a broad prospect. Under the background of systematic investigation on the actual situation of contaminated soil, researchers should formulate professional soil remediation plan, and use microorganisms and plants to increase the activity of contaminated soil, so as to lay a solid foundation for providing scientific support for soil remediation.

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Analysis of The Role of Physical Education in Promoting College Students' Physique

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Abstract: College physical education can improve the physical quality of college students and has a positive impact on the psychological development of students. With the development of quality education, colleges and universities in our country begin to deepen the reform of physical education gradually, and implement it in the students' personal constitution. Therefore, we should strengthen the exploration of College Physical Education and give full play to the role of physical education in promoting college students' physical fitness. This paper will analyze the role of College Physical Education in promoting college students' physical fitness, hoping to provide valuable reference for related research.
Key words: College physical education; College students' physique; Promoting effect

1.INTRODUCTION

At present, many colleges and universities began to implement the new physical education reform, compared with the traditional teaching mode has made great progress, but there are still many problems in the process of improving students' physical fitness. For example, the effectiveness of college physical education teaching is not obvious, can not treat students differently, resulting in the teaching objectives of college physical education can not be effectively implemented. In this regard, college physical education teachers should pay attention to the design of teaching content, according to the actual situation of students to develop targeted teaching programs, in order to improve the personal physique of college students, so as to achieve the long-term development of college physical education.

2. THE EXISTING PROBLEMS OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Unable to implement the means to improve students' physique

Through college physical education, college students can learn relevant sports knowledge and skills, and can improve their personal physique by participating in sports activities, at the same time, it can also promote the physical and mental development of students. Therefore, the new curriculum design should also pay attention to more comprehensive content, so as to meet the actual needs of college students. But at this stage, many colleges and universities in our country have not implemented this point. Although the teaching content and teaching form have been improved in time, the teaching effect is not ideal, which can not effectively improve the personal physique of college students, which leads to the poor effect of the new curriculum reform. The reason for this phenomenon is that many colleges and universities still

adopt the sub system teaching mode when setting up physical education courses. This teaching mode can not meet the individual needs of students, and is easy to be limited by their own mental level and activity ability, and then can not effectively improve the personal quality of students. Many students can not choose their own physical exercises according to their preferences.

2.2 There is no scientific teaching strategy

First of all, many colleges and universities lack of a sound dynamic evaluation mechanism of sports, which makes the behavior of students and teachers easy to be restricted. At this stage, although colleges and universities will carry out regular physical health tests, but these tests are lack of differences, only for the departments, grades and class system, many college students just to achieve the test objectives, ignoring the improvement of personal physique, which can not reflect the effectiveness of college physical education. Secondly, some colleges and universities still use the power division mode as the physical education teaching mode, and do not innovate the physical education teaching mode in time, and also fail to make full use of high-quality teaching resources, resulting in the students' physical fitness can not be effectively improved [2].

3. THE PROMOTION OF COLLEGE PHYSICAL EDUCATION IN COLLEGE STUDENTS' PHYSIQUE

3.1 Respect students' differences

In order to enhance the role of College Physical Education in promoting college students' physical fitness, we must have a full understanding of the project, and make clear the value of the sport, so as to play the role of College Physical Education in promoting college students' physical fitness. Only when PE teachers have a correct understanding of the project, can they effectively improve the students' personal physique, so as to choose the appropriate sports project according to the basic situation of the students. Specifically, we can start from the following points: first, we should establish physical files according to the students' initial personal conditions, analyze the differences of each student's physique, and then carry out hierarchical management in teaching. Secondly, we should take different teaching methods to help students with poor physical quality in time. Teachers should give full play to their own guiding role and effectively improve students To improve the students' physical fitness in the process of exercise.

3.2 College students should choose courses reasonably

The relevant departments should pay attention to the students' personal physique, and enhance the supervision in the process of students' course selection, so as to promote the rationality of College Students' course

selection, so as to effectively improve the personal physique of students, so as to promote the future development of college students. In this regard, the relevant departments should effectively design the college physical education curriculum, improve the original curriculum system according to the actual situation of students, ensure the rationality and effectiveness of sports, and then realize the improvement of students' weak ability. Moreover, through the scientific physical education curriculum content, students can realize their own shortcomings, help to stimulate students' learning enthusiasm, help students eliminate the resistance to sports, and then create a positive and good sports teaching atmosphere [3].

3.3 Establish the long-term development mechanism of Physical Education Teaching

For college students' physical exercise, this is a long-term process, and will not be able to achieve efficient improvement in a short period of time. Therefore, it is necessary to establish a long-term development mechanism of physical education to ensure the balance of students' physical state. In this regard, colleges and universities can establish a long-term development mechanism of physical education, constantly improve the willpower of college students, and help students get good practice in learning. In this process, it also needs the active cooperation between various departments. First of all, colleges and universities should establish a dynamic evaluation mechanism according to the different students' physique, seriously compare the students' individual physique in each semester, and take targeted teaching measures, so as to achieve the improvement of students' individual physique differences. In this way, through the comparison of students' individual physique, we can analyze the physical changes of different students, so that the exercise effect of students is clear, and at the same time, it can also improve students' fitness enthusiasm. Secondly, the management organization of colleges and universities can establish the development mechanism of the combination of in class and after class, strengthen the cooperation between the management departments of various departments, help to promote the innovation and development of teaching ideas, and can realize the sharing of teaching resources, so that students' personal physique can be effectively improved.

In college physical education teaching, it is necessary to effectively integrate various sports majors, strengthen the management level of relevant management departments, reasonably allocate the staff of sports venues, so as to make full use of fitness resources, avoid the phenomenon of idle stadiums, and try to meet the exercise needs of college students, so as to effectively improve the personal fitness of college students.

4.CONCLUSION

With the promotion of the new curriculum reform, college physical education has a new development, improving the personal physique of college students has become the focus of teaching, so in physical education teaching, we should create a variety of teaching space for students, in order to improve the willpower and endurance of college students. However, according to the current situation of physical education teaching, there are some problems, such as the teaching differences are not obvious and the teaching strategies can not be implemented, resulting in the unsatisfactory effect of college physical education teaching. In this regard, college physical education teachers must strengthen the study of teaching philosophy, design the relevant sports teaching content reasonably, improve students' cognitive level of their own quality, and then take targeted teaching measures to make up for it, so that college students can get balanced development, and finally achieve the effective improvement of personal physique.

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The Enlightenment of German dual system to the development of Vocational Education in China

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Abstract: Through the training of dual system vocational education in Germany, my understanding of German vocational education system has been deepened. The dual system in Germany has great enlightenment on the "mixed ownership" and "1 + X" certificate system promoted by China.
Key words: Dual system; 1+X; Vocational education

1.LITERATURE REVIEW

In 2020, Wang Yaozhi and Lu Desheng published the paper "German vocational qualification certificate system and Its Enlightenment to the 1 + X certificate system" in "contemporary vocational education". The article introduced the German qualification certificate system and characteristics in detail, and summarized the Enlightenment of China's 1 + X system as follows: improve laws, regulations and mechanisms, implement the division of responsibilities and collaborative participation of various subjects, establish a national qualification framework and Credit bank, the construction of effective quality supervision and evaluation system. In 2013, Xu Bingbing published the paper "Research on German vocational qualification certificate system" in Vocational Education Forum, which analyzed the development history of German dual system education, and elaborated the management system and standards of German Vocational Qualification Certificate in detail, which has a very strong reference significance for the establishment of 1 + X certificate system. In 2005, Wu Quanquan published the paper "analysis of German double certificate" integration mode guided by lifelong education in China's Vocational and technical education. He pointed out that the "three links" of German Vocational Education (the connection of general education and vocational education, the connection of vocational education at all levels, and the connection of traditional school vocational education and vocational further education) ensured the German "double certificate" integration mode The integration of "certificate" and "certificate" is possible, and three modes of "double certificate" integration in Germany are analyzed in detail through case studies (the integration mode of vocational qualification certificate and education diploma certificate, the equivalent mode of vocational education certificate and general education certificate, and the equivalent mode of Vocational Continuing Education certificate and formal education diploma certificate). In 2016, Li Zhiquan published his paper "the orientation of UK national vocational qualification certificate system reform" in Vocational Education Forum, which reviewed the development history and existing problems of British vocational qualification certificate, and finally pointed out that in order to make the national vocational qualification certificate play a role, it is necessary to allocate the rights of vocational education and training system, social and labor market environment and stakeholders And so on. In 2010, Wu Xueping and Wang Xin published the paper "experience and Enlightenment of vocational qualification certificate system in developed countries" published in "Vocational Education Forum". It is pointed out that perfect legal guarantee, unity and circulation of certificates, strict quality management and assessment system, and high participation of industries and enterprises are valuable experiences for the implementation of vocational qualification certificate in developed countries. In 2008, Li Bing published the paper "the comparison and Enlightenment of the connection between foreign academic certificate and vocational qualification certificate" in Vocational Education Forum, analyzed the mode of vocational qualification certificate in Britain, Australia, Germany and South Korea in detail, and summarized four characteristics: unified national management, credit conversion system, higher recognition and authority of vocational qualification certificate, which can be used as a student We should pay attention to the industry participation and so on. At the same time, we should strengthen the legislation of vocational qualification certificate and attach importance to the connection between academic certificate and qualification certificate[1-3].

2. THE ENLIGHTENMENT OF GERMAN DUAL SYSTEM TO THE DEVELOPMENT OF VOCATIONAL EDUCATION IN CHINA

2.1 Integration of three syndromes. The qualification certificate system of German dual system includes the vocational training completion examination certificate issued by various industry associations, the training qualification certificate issued by cooperative enterprises and the graduation certificate issued by vocational schools. Among them, the certificate of vocational training examination is the most important, which is the key to employment. The three certificates are independent and complementary to each other. Combined with the three types of certificates, it can well depict the relevant information of students, improve the understanding degree of employers to students, improve the matching rate of students' employment, and reduce the employment cost of enterprises.

2.2 Two way accommodation. German dual system realizes the communication and exchange of professional qualification certificate and academic certificate through credit conversion. German dual system gives vocational training certificate a high right. Qualification training certificate is not only a stepping stone to the employment market, but also a pass to enter the discipline for further education. The two-way integration of certificates truly embodies the essence of "type education".

2.3 Three links. The reason why German dual system can improve the quality of students' training and cultivate qualified "craftsmen" talents is that it has achieved "three links". That is to say, general education and vocational education should be connected, vocational education at all levels should be connected, and traditional school vocational education should be connected with vocational education. The above three links form a virtuous circle from training to employment and from retraining to reemployment, providing opportunities for students' career development and lifelong education, and reflecting the lifelong principle of vocational education process.

2.4 Multiple cooperation. Germany's dual system perfectly integrates the government, industry associations, enterprises and schools. The government promotes policies. Industry associations are the main driving force for industry standards and dual system. Enterprises are responsible for students' skills training, and schools are responsible for academic education. The establishment of "government, industry, enterprise and school" cooperative education system has laid a solid foundation for the inheritance of German "craftsman spirit".

Through the understanding of the dual system in Germany, I think that in the implementation of "mixed ownership" and "1 + X" certificate system, we should further establish the recognition and authority of vocational qualification certificate through legislation, improve the enthusiasm of industry associations and enterprises to participate in vocational education, and strengthen the connection between academic certificate and qualification certificate.

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A study on the Practice of Business English Translation under the Mode of School Enterprise Cooperation

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Abstract: Business English is one of the branches of English major, which is specially designed for the people who work in the business workplace. In today's international development environment, the workplace is more emphasis on a person's business communication skills, whether the accurate and efficient use of business language to communicate and communicate with foreign businessmen, to a large extent, determines how far an enterprise can go in foreign business activities. In recent years, the school enterprise cooperation mode is one of the effective ways to promote the combination of work and study, production and learning in Colleges and universities, especially in vocational education. To explore the effective mode of business English translation practice under the school enterprise cooperation mode is of great practical significance for improving the professional ability of Business English professionals in the new situation.

Key words: School enterprise cooperation; Enterprise business English; Translation practice

1.INTRODUCTION

School enterprise cooperation mode is one of the important paths for vocational education to deepen the integration of production and education and promote the supply side reform of talent training mode. The school enterprise cooperation mode provides a good opportunity for the promotion of business English translation practice in Vocational Colleges in the new period. Vocational colleges should actively "go out", further innovate the school enterprise cooperation system and mechanism, deepen the integration of production and education of vocational education, and effectively improve the quality of business English talents training in the new era.

2. THE THEORETICAL CONNOTATION ANALYSIS OF SCHOOL ENTERPRISE COOPERATION MODE

School enterprise cooperation is one of the important school running modes for vocational colleges to explore the integration of vocational education talent training and market based on the practicality and effectiveness of talent training. With the rapid transformation and development of China's economy, the employment demand of enterprises has increased rapidly. Vocational colleges have become one of the important sources of workers in many factories. In recent years, although many enterprises and vocational colleges continue to strengthen cooperation and reach a series of agreements on school enterprise cooperation and integration of production and education, the actual effect is often unsatisfactory. Most of them are "enterprises enter the school", and there are cooperation between enterprises and relevant majors in textbook development, joint education, campus recruitment and so on. "Introducing schools into enterprises" is limited by traditional concepts and production practice, so the deep cooperation between the two sides is far from enough. The mode of "school enterprise cooperation" further clarifies the school running mode of "building majors on the industrial chain" in vocational education, further deepens the pace of integration of production and education, and makes the talent training of vocational education more closely combined with the actual production demand of enterprises.

Under the traditional teaching situation, the teaching work of Vocational Colleges mostly stays on the theory and practice simulation, which is difficult to adapt to the actual needs of enterprise production. After graduation, the benefits brought to enterprises are not high, which increases the investment of enterprises and reduces the economic benefits of enterprises. Under the mode of school enterprise cooperation, it is beneficial for both sides to focus on exploring the establishment of "factory in school" and "school in factory" The mechanism enables students to master practical technology and improve their practical ability, so as to truly realize the good situation of mutual benefit and win-win cooperation between school and enterprise.

3. RESEARCH ON BUSINESS ENGLISH TRANSLATION PRACTICE UNDER THE MODE OF SCHOOL ENTERPRISE COOPERATION

Under the school enterprise cooperation mode, the construction of enterprise business English translation practice mode needs to follow the general construction rules of school enterprise mode, and the following work should be done well:

3.1 Actively build a new talent training mode of "work study combination, school enterprise cooperation"

According to the characteristics of business English industry, we should gradually establish a three-stage Business English talent training mode based on the ability standard of "special comprehensive post". In order to cultivate high-quality business English translation talents as the goal, the professional ability as the support, the actual business English translation project as the carrier, through the first stage of practice and training, students can master the basic knowledge of business English professional English translation, and have certain professional ability; through the second stage of the

implementation of simulation translation project in the school as the carrier model The third stage of internship in the real situation of the enterprise, so that students have strong employment ability, to achieve the organic convergence of on-site training and off-campus internship, the school should strive to realize the organic integration of the three abilities and the three stages and three levels, so as to drive the whole course The reform of "double qualified" teachers and the construction of training base are also discussed.

3.2 Pay close attention to the cultivation of a number of off campus training bases

The construction of off campus training base is an important support carrier for school enterprise cooperation [3]. Colleges and universities should actively carry out relevant cooperation with enterprises in relevant industries, establish a number of enterprise business English translation training bases, give full play to the platform supporting role of the off campus training bases, actively promote the continuous deepening of school enterprise cooperation and work integration. In this regard, the university should actively cooperate with the industry and enterprises, establish and improve the construction scheme of off campus training base for students and relevant management The construction standards, objectives and management regulations of the off campus training base should be formulated, so that students can have a better platform to practice their post skills and continuously improve their business English translation skills.

3.3 Construction of "double qualification" team for business English translation

Vocational colleges should strengthen the construction of "double qualification" team of business English translation in various ways, and strive to lay a solid foundation for the orderly development of business English translation practice under the mode of school enterprise cooperation [4]. On the one hand, it is necessary to select key teachers of the college to carry out front-line practice in enterprises, and gradually and orderly improve the practical skills and guidance ability of business English translation of the majority of front-line teachers; to actively improve the post function ability and practical teaching level of new teachers of Guangzhou University through various ways, such as pre job training of new teachers and taking the old to lead the new ones, so as to help them better adapt to the new era Business English translation teaching needs to improve the level of practical teaching ability; it is necessary to strengthen the recruitment of professional business English translation staff and experts from related industries and enterprises, optimize and upgrade the knowledge structure and age structure of existing business English teachers, let them take up the task of business English translation teaching, and strive to strengthen the connotative construction and quality of teachers The construction of quantity can give full play to the production, teaching and research ability of business enterprise personnel, and continuously promote the improvement of practical teaching level of

business English translation under the mode of school enterprise cooperation.

4.CONCLUSION

It is one of the important directions for the reform and development of colleges and universities, especially vocational and technical colleges, to vigorously promote the combination of production and learning and school enterprise cooperation. For business English and other majors and courses with high requirements for practical skills, we should continue to deepen the construction of school enterprise cooperation mode, and strive to solve the problems existing in the teaching process of business English translation, such as the disconnection between theoretical teaching and practical teaching, students' comprehensive quality and professional ability are not high, and the integration of Campus Training Base Construction and off campus training base resources is not enough In order to solve the problems, we should actively cooperate with relevant industries and enterprises in accordance with the principles of complementary advantages, resource sharing, mutual benefit and win-win situation, constantly optimize the curriculum, the construction of teaching staff, and the selection of teaching materials, so as to promote the connotative development of business English translation course for enterprises in the new era.

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Analysis on the application of flipped classroom in College Computer Public Course

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Abstract: College computer public course is a compulsory subject for college students, the application of flipped classroom education can effectively improve the quality of teaching, so we should pay attention to the application of flipped classroom in college computer public course. At present, there are many deficiencies in the computer public course in Colleges and universities, such as the unsatisfactory effect of innovation and the low learning enthusiasm of students, which seriously affect the teaching effect of computer public course in Colleges and universities. Therefore, we should strengthen the exploration and research of flipped classroom, design the teaching content according to the actual situation of students, so as to give full play to the teaching advantages of flipped classroom. This paper will analyze the application of flipped classroom in college computer public course, hoping to provide valuable reference for related research.
Keywords: College computer; Public course; Flipped classroom; Application

1.INTRODUCTION

In recent years, flipped classroom has been widely used in China's education field, which makes the flipped classroom education mode more and more valued by educators. With the development of the new curriculum reform, the teaching mode of college computer public course also needs to be innovated, so as to meet the learning needs of college students. However, according to the current teaching situation, the innovation effect of college computer public course is not ideal, many teachers still use the traditional teaching mode, unable to achieve high-quality classroom teaching. Therefore, college teachers should strengthen the application of flipped classroom, give full play to the teaching advantages of flipped classroom, and constantly improve the teaching quality of common computing course in Colleges and universities, so that college students can effectively master computer related knowledge and skills.

2. THE CURRENT SITUATION OF COMPUTER TEACHING IN COLLEGES AND UNIVERSITIES

Computer public course is the basis for college students to master computer related knowledge, which has an important impact on students' future life development. Therefore, we should pay attention to the teaching quality of computer public course in Colleges and universities. In recent years, the development of the new curriculum reform is faster and faster, and the computer public course should also make some progress. However, there are still some shortcomings in the current classroom teaching mode, such as the boring teaching atmosphere, the traditional teaching mode, and so on, which has not played a good teaching effect, resulting in the low learning enthusiasm of college students and the inability to effectively improve the practical ability and practical ability of students Autonomous learning ability. The reason for this situation is that the teaching design is not reasonable enough, and teachers do not design according to the actual learning situation of students, which leads to the teaching effect is not ideal, and there is no big difference compared with the traditional teaching form. In order to ensure the teaching quality of computer public course in Colleges and universities, it is necessary to fully mobilize students' learning enthusiasm and cultivate students' practical thinking ability, so as to improve students' autonomous learning ability, so that students can effectively master relevant computer knowledge [1].

3. THE ADVANTAGES OF FLIPPED CLASSROOM IN COLLEGE COMPUTER PUBLIC COURSE

3.1 Personalized teaching methods

Compared with the traditional teaching mode, flipped classroom has the advantages of flexible and convenient application, which can break the limitation of time and place. Teachers can adjust the teaching progress according to the actual learning situation of students, and take targeted teaching measures to help students with poor understanding ability, so as to ensure that every student can make progress. For example, for some students with low cognitive level, multimedia technology can realize auxiliary teaching, play relevant teaching videos and teaching materials for students, strengthen the basic knowledge practice of these students, so that they can effectively absorb computer knowledge; and for students with higher cognitive level, the flipped classroom can adjust their learning progress by themselves Learning time for more knowledge learning will help to improve the quality of learning of these students, and then achieve the progress of all students. It can be seen that flipped classroom has the characteristics of increasing students' participation. The application of flipped classroom in college computer public course can clarify the main body status of students, so that students can improve their learning ability in the learning process [2].

3.2 Innovative learning atmosphere

The application of flipped classroom in college computer public course can change the past "full class" teaching mode, which is conducive to adjusting the time inside and outside the class, facilitating students to study and explore independently, so as to develop good autonomous learning behavior. At the same time, through communication with teachers and classmates, students can fully answer their doubts in the learning process, which helps to improve

students' innovation ability, and then create a positive and good learning atmosphere, so that more students can improve their learning enthusiasm [3].

4. THE SPECIFIC APPLICATION OF FLIPPED CLASSROOM IN COLLEGE COMPUTER PUBLIC COURSE

4.1 Design teaching content through flipped classroom

Due to the strong practicality of computer courses, it is not enough to pay attention to theoretical teaching only, but also to strengthen the practical operation training. Therefore, it is very important to improve the participation of students in the computer public course in Colleges and universities, which is also the focus and core of curriculum design. For computer teachers in Colleges and universities, flipped classroom can be used to design the teaching content, so as to provide students with sufficient practical opportunities, so that students can improve their practical thinking ability in the learning process, so as to effectively grasp the key and difficult points of computer knowledge. For students, flipped classroom can effectively stimulate the enthusiasm of learning, greatly avoid the disadvantages of the traditional teaching mode, and improve the convenience and flexibility of knowledge learning. Students only need to adjust their learning progress according to their own learning situation, they can choose the content that they are interested in and meet the learning time to watch, and can watch video repeatedly to improve their learning quality.

4.2 Design scientific teaching mode through flipped classroom

Compared with the traditional teaching mode, flipped classroom provides a new teaching mode for college computer public course, and changes the single teaching form in the past. Before class, students can collect relevant course materials independently, preview new knowledge and interested parts in advance, and complete relevant course exercises, so that teachers can master students' Preview level according to the completion of students' exercises, so as to effectively adjust the teaching progress of the course. In the process of class, teachers should strengthen the communication and communication with students, establish a good relationship between teachers and students, create a positive teaching atmosphere for students, so that students can bravely express their own opinions, and put forward the confusion of new knowledge, which can help students better digest new knowledge. In the time after class, students should complete the relevant knowledge testing, and can solve their doubts by consulting materials, group discussion, and asking the teacher, and then deeply understand the relevant computer knowledge. In addition, college computer teachers should also pay attention to the evaluation of students' homework, according to the completion of homework to improve teaching video, and effectively promote the progress of computer public course.

5. CONCLUSION

In the university computer public course, the application of flipped classroom can realize the design of scientific teaching mode, help to improve students' autonomous learning ability, but also can stimulate students' practicality. In this teaching mode, students can learn according to their own learning situation, truly play the main role of students, so that students can fully understand their learning level, and then take effective measures to make up for the deficiencies in learning. In addition, flipped classroom breaks the shackles of traditional teaching mode, helps to create a rich and interesting teaching atmosphere, and greatly improves the teaching quality of university computer public classroom.

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Translation of Chinese Dishes in the Light of Communicative Translation Theory

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Abstract: As a medium of transmission, the translation of Chinese dishes plays an important role in the communication of both the culinary information and the food cultures between China and the West. However, in our daily life, the huge differences between Chinese and western cultures have brought great difficulties to the translation process, bringing about a wide range of improper renderings. In the light of communicative translation theory, this paper attempts to put forward suggestive principles and methods of translating by exploring the differences between Chinese and western food cultures, in hope of improving the quality of Chinese dish translation.
Key words: Chinese dish translation; food culture; communicative translation theory; principles and methods

1. INTRODUCTION

Against the backdrop of globalization, an increasing number of overseas tourists are flooding to China. As a major component of their tours, enjoying local food makes the translation of Chinese dishes vital in promoting cross-cultural communication as well as informing westerners of Chinese food culture. However, the profound and complex nature of Chinese and western food culture adds difficulties to this task.

Practical problems call for theoretical studies. *English-Chinese Bilingual Hotels, Tourism and Catering Management Dictionary* (Collin, 1998) tries to pick out the most appropriate translation of dish names from a variety of tourism vocabulary in publications. In *A Concise Chinese-English Dictionary for Traveling at Home and Abroad* (Guo, 2003), over 4000 Chinese dishes are listed together with their English translations. During the Olympic Games in Beijing, the dishes and drinks served were given "standardized" English names in *A Set of Fixed English Translations for Chinese Menu* by the government. However, it is still far from satisfactory. Therefore, by analyzing the differences between Chinese and western food cultures, this paper initiates principles and methods for the translation of Chinese dishes in the light of communicative translation theory, in order to convey both culinary information and cultural significance.

2. DIFFERENCES BETWEEN CHINESE AND WESTERN FOOD CULTURES

It was pointed out by Eugene A. Nida, the famous American theorist of translation that, "For truly successful translating, biculturalism is even more important than bilingualism." (Nida, 2011) Due to the tremendous differences in geographic condition, religious belief, social customs and many other aspects between China and the West, their food cultures have developed along two distinct routes.

2.1 Difference in Diet Ideas

Chinese people always have an ardent pursuit for food, which can be shown in a well-known old saying, "Food is of primary importance to the people." What they value is not only the taste of food but also the spiritual joy of dining. While for the science-oriented westerners, dinning is nothing but a necessary means of survival. Lin Yutang, a prestigious Chinese writer and translator, held that in the eyes of westerners, food to people is what fuel to machine, with the only function to keep one strong enough from bacterial infection.

2.2 Difference in Cooking Modes

First, the processing of raw material. Chinese cooking devotes particular care to food processing. Consequently, there are various shapes, such as whole, cube, slice, strip, segment, mash, shred, dice, roll, mince, juice, etc. Western processing, however, is much simpler. Next, the fire temperature. Chinese cooking stresses the duration and degree of heating and boasts a detailed range from steam, boil, stew, roast, braise to pan-fry, stir-fry, quick-fry and deep-fry. (Liu, 2003) Western foods are inclined to be cooked for a shorter period of time with a moderate temperature. Last, the mode of seasoning. Chinese cooking leads in spicing the ingredients, which gives rise to a mix of appetizing flavors. But westerners pay more attention to ingredients' own flavors.

2.3 Difference in Dish Names

Most Chinese dishes lay more stress on aesthetic and cultural contents by means of rhetorical devices. Western dish names, on the contrary, are straightforward enough to reflect only the ingredients and cooking mode, conforming to the fast pace of modern society.

3. COMMUNICATIVE TRANSLATION THEORY AND ITS ENLIGHTENMENT TO CHINESE DISH TRANSLATION

3.1 Communicative Translation Theory

In 1981, based on the functions of language (expressive, informative and vocative), the famous British translation theorist Peter Newmark, created the theory of communicative translation. Newmark held that the function of translation is to communicate – passing on messages and generating effects. The theory also focuses on readers' response, "attempting to produce on the reader an effect as closely as possible to that obtained by the readers of the original." (Newmark, 2001)

3.2 Translating Principles in the Light of Communicative Translation Theory

3.2.1 Accuracy

As Newmark put it, "be loyal to the original text" is one of the most important principles in translating. It is accuracy that makes "loyal translation". However complicated Chinese dishes are, an adequate acquaintance of their ingredients, cooking modes, flavors and other detailed information is quite essential. For example, "Vinegar-peppered Rice-flour Noodles" will be a good rendering of "suan la fen".

3.2.2 Cross-cultural Awareness

As a form of cross-cultural communication, Chinese-English dish name translation is supposed to take the cultural differences into consideration and try to avoid cultural conflicts by adopting proper approaches. For instance, according to the Koran, alcoholic drinks are strictly prohibited on formal occasions. So "zui xian ya" might better be "Roasted Duck Appealing to Immortal" than "Drunk Immortal's Duck".

3.2.3 Suggested Methods of Chinese Dish Translation

According to the contents and functions of Chinese dishes, this paper classifies them into two major groups -- descriptive names and culture-loaded names. Detailed suggestions for translation are discussed in the light of communicative translation theory.

3.3 Descriptive Dish Names

3.3.1 Ingredients

There is a type of Chinese dish names reflecting only the ingredients, like "pao jiao feng zhua". Literal translation based on accurate explanation of the ingredients might be an advisable technique for this type. For instance, "feng" in "pao jiao feng zhua" stands for chicken other than the legend character of phoenix.

3.3.2 Cooking Modes

A majority of Chinese cooking modes are clearly presented in dish names, such as "bao chao yao hua", "ba si di gua" and "jiang ban ou". The key to rendering lies in looking for English equivalents for them. Following the method of "cooking mode (-ed) + main ingredient + with/in + minor ingredient", the examples above can be expressed respectively as "Quick-fried Pig Kidney", "Candied Sweet Potato" and "Bruised Ginger with Lotus Root" in English.

3.3.3 Flavors

A great many of dish names are composed of both ingredients and flavor expressions, like "guai wei dou" and "tang cu li ji". While translating, it is suggested to choose literal translation with a highlight on flavor terms in order to satisfy westerners' expectations. Therefore, "guai wei dou" can be put into "Special-flavored Broad Beans", and "Fried Pork Fillets in Sweet and Sour Sauce" maybe an advisable rendering for "tang cu li ji".

3.4 Culture-loaded Dish Names

3.4.1 Rhetorical Devices

Figures of speech contribute to the elegance and vividness of Chinese dish names. For example, "mao er duo" refers to a kind of Chinese dim sum made from wheat flour and salt, with a shape similar to cats' ears. The suggested translation strategy for this category is "literal translation + explanation". (Ren, 2001) The rhetorical devices are maintained by the literal translation, while the latter half clarifies the culture-loaded elements by explaining further information of the dish. So "mao er duo" might be "Cat Ears – Salty Baked Dough" in English.

3.4.2 Historical Stories

In this group, some dishes, like "Geleshan la zi ji" and "Goubuli baozi", reflect the traditional local flavors and pay tribute to the inventors or related figures of the dish. Others may be incorporated with legendary elements, like "er shi si qiao ming yue ye".

The suggested method to deal with place names is literal translation. For example, "Geleshan la zi ji" – Sautéed Diced Chicken with Chili Pepper, Sichuan Style. (Xu, 2016) As for dish names with historical figures, "Goubuli Baozi – Steamed Bun with Broth Stewed Stuffing" can serve as a good example to arouse the interest of the westerners as well as provide detailed information. Legend-related dishes contain abundant cultural elements with aesthetic values. So it is necessary to add background information. For example: "er shi si qiao ming yue ye" – "24 Steamed Bean Curd Balls in Ham" (A Jiangnan style dish originated from *The Legend of the Condor Heroes*, one of Jin Yong's famous martial arts and chivalry fictions)

3.4.3 Auspicious Dish Names

In this category, there are best wishes of Chinese people, like the pursuit for happiness and family reunion, which can be embodied in the dishes like "quan jia fu" and "si xi wan zi". "Auspicious expression + culinary information" is a suggested method. For example, "Happy Family – Braised Assorted Meat and Vegetables" for "quan jia fu", and "Four-joy Meatballs – Meatballs Stewed with Brown Sauce" for "si xi wan zi".

4. CONCLUSION

As a window of Chinese food culture, Chinese dishes serve as an effective way to convey both the culinary information and the cultural significance. In light of the communicative translation theory, this paper puts forward preliminary translating principles and methods for different categories of Chinese dishes by comparing Chinese and western food cultures. It is hoped that better English renderings can be made and Chinese food culture will be spread far and wide.

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Research on the reform And Practice of The Ideological and Political Teaching of Fashion Performance Courses in Colleges and Universities--Take the Course Of "Performing Agency Management" As an Example

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Abstract: The cases of bad artists can warn and stimulate the emotional resonance of college students, which is an effective means to improve the ideological and political education of college students and an important way to improve the ideological and political work of college students. It is a beneficial supplement to the ideological and political teaching in Colleges and universities to make full use of the unique role of hot and bad artists' cases in warning and promoting the socialist core values.
Keywords: Hot cases; Socialist core values; integration; Performance brokerage; Curriculum; Ideological and political

1.INTRODUCTION

To cultivate and practice socialist core values, integration is the key. In the new situation, the integration of hot cases into students' real moral life is an innovative path to improve the effectiveness of Ideological and political education and promote the development of socialist core values[1-9].

2. "CURRICULUM IDEOLOGICAL AND POLITICAL" HAS ADDED NEW CONNOTATION TO THE ORIENTATION OF PERFORMANCE AGENT MANAGEMENT COURSE

From December 7 to 8, 2016, the general secretary gave instructions in the speech of the National Conference on Ideological and political work: "other courses should be well guarded and responsibility fields should be planted, so that all kinds of courses and ideological and political theory courses go together in the same direction, forming a synergistic effect." This instruction of the general secretary points out the direction for the development of "curriculum ideological and political". On December 4, 2017, the Party group of the Ministry of education of the Communist Party of China issued the implementation outline of the quality improvement project of Ideological and political work in Colleges and universities (hereinafter referred to as document 62). The document clearly puts forward the requirements for "curriculum ideological and political education" in the quality improvement system of curriculum education: "vigorously promote the classroom teaching reform with" curriculum ideological and political education "as the goal, optimize the curriculum, revise the professional teaching materials, improve the teaching design, strengthen the teaching management, sort out the ideological and political education elements and the ideological and political education functions contained in various professional courses In the classroom teaching each link, realizes the ideological and political education and the knowledge system education organic unification It is further specified that "fully tap and use the ideological and political education elements contained in each course as necessary chapters of teaching materials, important contents of classroom teaching and key knowledge of students' assessment". Since then, "curriculum ideological and political" has been clearly defined, with a clear direction of development and specific development strategies.

Before the concept of "curriculum ideological and political" was put forward, school values education mainly started from two channels, one is moral education activities; the other is ideological and political education curriculum. The former has obvious traces of festivals, sports, slogans and slogans, and often carries out activities to highlight a certain theme, with insufficient subjective will, obvious lack of scene, more collective preaching, less personal experience, more external tasks, less inner feelings, and much less effect; the latter mostly studies from the perspective of "knowledge theory", which is "exam oriented" rather than "educating people". From the perspective of teaching methods, from concept to concept, from theory to theory, there are more intellectual teaching, less practical operation, more macro narrative, less micro participation, and lack of lively forms such as case analysis and hot discussion. From the perspective of assessment methods, paper and pencil test, get pass credit. To be able to answer the test paper well is not necessarily the value of identity, can accurately recognize not necessarily be able to actively practice. Of course, the core values education has been infiltrated through the curriculum dimension of "emotional attitude and values" in subject teaching, but in the face of the strong "exam oriented" trend, it is often a brush off, unable to work hard. Acting agent course is to study the relevant laws and regulations of national cultural brokerage management in the current cultural market economy environment, and master the methods of brokers in mining new people,

packaging, planning and publicizing artists. Through the study of this course, students can master the current influential performers, models, brokerage management and workflow, artist information database, interview management operation mode, and can carry out professional brokerage management operation. Curriculum assessment related laws and regulations knowledge and performance industry theoretical knowledge, etc. "curriculum ideological and political" has made a new standard for the positioning of the curriculum. At present, China is in the period of "profound changes" in economic system, social structure, interest pattern and ideology. There are many social contradictions and various ideological trends in disorder. These thoughts have the characteristics of concealment, complexity, bewilderment and deception. School education is not a vacuum education. It is inevitable for contemporary college students to lose and lose their values, pluralism and deviation, which are embodied in the following aspects: individualization of values, utilitarianism of value orientation, vulgarization of value pursuit and contradiction of knowledge and practice of values. And the information network, media mobility and other new ways of communication are more convenient and hidden. The infiltration of these diversified values makes the current ideological struggle more acute and complicated, and the ideological and political education is more challenging. The socialist core values provide the contemporary college students with clear life value coordinates and accurate life guidance. It takes into account the pursuit of national, social and individual value aspirations, and unifies the value objectives, which embodies the unity of political ideal, social guidance and personal code of conduct, which is of great theoretical and practical significance to lead the social trend of thought and gather social consensus.

3. THE EDUCATIONAL ROLE OF ARTISTS' HOT CASES IN THE IDEOLOGICAL AND POLITICAL WORK OF COLLEGE CURRICULUM

3.1 Artists' hot cases have a subtle educational function.

As one of the most intuitive and vivid media, the transmission of film and television programs with rich artistic beauty, natural beauty and social life beauty helps to purify people's minds, cultivate their sentiment and improve their morality. The subtle influence of positive positive energy hot cases, teaching with pleasure, moving people with emotion can cause profound changes in people's thoughts, feelings, ideals and pursuits, which are conducive to the establishment of a correct world outlook, outlook on life and values. During the period of Xinguan epidemic, Han Hong, as a well-known artist, actively raised money, practiced charity and made contributions to the fight against the epidemic. Well known actors and directors actively participated in the creation of films and TV plays and sketches, online concerts and other literary works to promote positive social energy through literary works.

3.2 The hot cases of artists have the function of guiding the establishment of correct outlook on life.

"Entertainer hot case" has a unique function of Ideological

and political education in this respect, which can provide unique basic conditions for improving the ideological and political quality of college students. We should effectively strengthen and improve the ideological and political education of college students. For example, actor Zhai Tianlin's academic thesis fraud event, warning students of academic misconduct, some bad artists' tax evasion, alcohol driving, drug abuse and other behavior incidents were exposed, warning and educational significance is more intuitive, causing students to resonate. They should be edified by their thoughts in the depth of their souls, establish a correct outlook on life and values, and improve their ideological and political quality imperceptibly.

4. THE CARRIER WAY OF CURRICULUM IDEOLOGICAL AND POLITICAL INTEGRATION INTO TEACHING CONTENT

The course introduces typical social hot cases of artist models. Through the social hot cases of well-known artists and models as the carrier, it organically integrates the ideological and political content of the course in the way of explanation and analysis, and selects the tainted bad artists in recent years to illustrate the hot spots between stars and agents, whether the stars take drugs, evade taxes, plagiarize others' works, etc All social events can be included in the cases. Star cases have more profound educational significance and representativeness in the current society. The implementation mode of the cases can be adjusted: taking students as the center, students can independently find relevant social hot events in the performance industry, carry out analysis, give full play to the initiative of students, and make students realize the establishment of correct values and improve their personal values Moral quality, the importance of future career development, inconsistent words and deeds, violation of laws and regulations will be punished. The ideological and political education of the course can be well integrated in the model agency management course, and the value guidance can be carried out from the three levels of political identity and national consciousness, moral cultivation and personality cultivation, academic ambition and professional ethics. For example, the international supermodel Liu Wen and the international fashion brand "couchi" terminate the contract event as an example: sudden artist's patriotic feelings.

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Application Strategy of Electrical Automation Technology in Power System Operation

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Abstract: With the continuous development of social economy and science and technology, people's living standard and quality have been significantly improved, which promotes the innovation and development of domestic power system, helps to improve the economic efficiency of domestic power system, provides sufficient power for social life, and maintains the stable development of social economy. With regard to the development of modern power system, it is necessary to increase innovation and research, increase the application of electrical automation technology, which can effectively improve the stability and specialization of power system, ensure the stable operation of power system in the working process, and realize the sustainable development of power system. This paper mainly analyzes the application strategy of electrical automation technology in power system operation, and the research results are for reference only.
Key words: Power system; Electrical automation technology; Application strategy

1.INTRODUCTION

Through the investigation and Research on the domestic social development structure, it is found that the development of domestic power industry can not only improve the quality and efficiency of power development, but also expand the scope of power grid, so as to ensure that the power system can provide stable and sufficient power resources for social life, so as to realize the sustainable and healthy development of the power system. Under the promotion of the development of the times, strengthening the research and innovation of electrical automation technology, as well as increasing the scientific and professional characteristics, will help to improve the safety and stability of electrical automation technology application, and promote the digital development of electric power industry.

2. ANALYZE THE IMPORTANCE OF ELECTRICAL AUTOMATION TECHNOLOGY APPLICATION IN DOMESTIC POWER SYSTEM

2.1 It can increase the convenience of power system operation

The application of electrical automation technology can effectively increase the convenience of power system operation, avoid the operation process is too complicated and complex, and to a certain extent reduce the probability of errors or failures, so as to maintain the stable development of domestic power system, and promote the sustainable and healthy development of power system [1].

2.2 It can effectively improve the quality and efficiency of power system maintenance

Electrical automation technology in the power system, can effectively improve the quality and efficiency of system maintenance, maintain the security and stability of the power system, plays an important role in the development of social economy. According to the investigation, it is found that the construction and maintenance of power system has certain risks, so it is necessary to strengthen the research of electrical automation technology, which can effectively ensure the timeliness of maintenance, and carry out high-quality control in the daily operation process, so as to realize the stable operation of the power system.

2.3 It can effectively improve the quality and efficiency of power system work

The application of electrical automation technology in power system can effectively improve the quality and efficiency of power system work, increase the management of information technology, change the traditional system operation mode, strengthen the management and maintenance of power system, so as to realize the normal development of social economy.

3. THE MAIN APPLICATION SCOPE OF ELECTRICAL AUTOMATION TECHNOLOGY IN POWER SYSTEM

3.1 Effective application of intelligent technology in power system

The intelligent technology in power system is mainly reflected in the application of computer technology, which can directly carry out professional and high-quality troubleshooting for circuit fault problems, effectively improve the quality and efficiency of maintenance, and help to reduce the loss of profit [2].

3.2 Effective application of simulation technology in power system

Simulation technology in power system is mainly reflected in the actual operation. For highly dangerous behaviors, professional management through laboratory can improve the controllability of power system and ensure the stable development of power system.

3.3 Effective application of grid technology in power system

Power grid technology in power system is mainly used in the construction of power grid, and increasing the use of big data technology can effectively improve the quality and efficiency of power grid construction, and maintain the sustainable and healthy development of power system.

4. FORMULATE RELEVANT MEASURES FOR THE APPLICATION OF ELECTRICAL AUTOMATION TECHNOLOGY IN DOMESTIC POWER SYSTEM

4.1 Be able to strengthen the connection with international standards

With regard to the application and development of electrical automation technology in modern power system, it is necessary to strengthen the detection and management of power automation, ensure that it meets the international development standards, and effectively improve the stability and professionalism of power system development, so as to realize the sustainable and healthy development of domestic power industry. The development of modern social power system needs to strengthen the research and innovation of technology, to solve the problems in the development process as soon as possible, and to strengthen the exchange and cooperation with foreign countries, increase the research and innovation of automation technology, effectively improve the overall standard of technology, and take the international relevant standards as the development benchmark, so as to achieve the stability of the power system To develop [3].

4.2 Help to improve the capability of grid automation technology

With regard to the application and development of electrical automation technology in modern power system, attention should be paid to improving the level of power grid automation technology. Due to the vast land and resources, the construction difficulty of domestic power grid is increased, among which the setting range of power grid is increased. In order to ensure the stability and security of power grid construction, it is necessary to strengthen the effective use of electrical automation technology, which can make the power grid construction more stable and safe The power resources are dispatched in a professional way, so as to realize the automation development of the power system and provide an important guarantee for the development of the social and economic structure. In view of the development of domestic power grid automation, it is necessary to strengthen the management and control of power system internal power, to accurately control the transportation and application of power resources, which is conducive to promoting the sustainable and healthy development of power system.

4.3 Unified management and application of professional technology of power system

With regard to the application and development of electrical automation technology in modern power system, the key point is to strengthen the research and innovation of electrical automation technology, accurately control the application of technology, and ensure that the comprehensive strength of professional technology can be effectively improved and the existing problems can be solved on the basis of meeting the national standards, which plays an important role in the development of domestic power system. For the research of domestic power related technology, we can adopt the unified application and management method, strengthen the maintenance and distribution of power system in the development process, and understand and manage according to the relevant data, which is helpful to improve the security and stability of power system development.

4.4 Strengthen the research and management of network information technology

The application and development of electrical automation technology in modern power system can change the development mode of contemporary power system by strengthening the research on network information technology, which is helpful to improve the quality and efficiency of power system, so as to realize the stable development of social economy. The traditional power system mainly uses human resources to integrate and process the data information, but it is easy to make mistakes or errors, which will have a direct impact on the subsequent development of the power system. Therefore, the network information technology can effectively avoid such problems. The relevant information can be arranged professionally within the system, and effectively integrated and analyzed, It plays a positive role in the development of power system.

5.CONCLUSION

To sum up, driven by the rapid development of social economy and the times, social life increases the demand for electric power. Therefore, the domestic power system needs to strengthen the management and innovation of internal technology and application, which can effectively improve the quality and efficiency of the power system. At the same time, by strengthening the connection with international standards, the power grid automation technology can be effectively improved In order to realize the unified management of power system, as well as the management and research of network information technology, it plays an important role in promoting the development of domestic power industry. Therefore, in the development of modern society, it is necessary to strengthen the innovation and development to promote the sustainable development of power system.

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Research on Junior High School Chemistry Teaching Based on The Concept of Green Chemistry

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Abstract: Since entering the 21st century, environmental protection has attracted more and more attention from all walks of life. It is necessary to save resources, protect ecological environment and strive to achieve sustainable development. But in fact, certain chemical wastes will be produced in the production process of agriculture, industry and manufacturing, which seriously pollutes the surrounding environment. For junior high school chemistry teaching, not only to teach students chemical theory knowledge, but also to help students realize the importance of environmental protection. This paper mainly through the study of junior high school chemistry teaching problems, explore the real connotation of green chemistry concept, and put forward the specific method of integrating green chemistry concept into junior high school chemistry classroom.
Key words: Green chemistry; Junior high school chemistry; Teaching methods

1.INTRODUCTION

For junior high school students, students are in the golden period of physical and mental development, teachers should not only cultivate students' scientific concepts and chemical literacy, but also help students develop correct moral concepts, improve students' awareness of environmental protection, and help students correctly realize the importance of green chemistry. In the actual teaching process, teachers should adhere to the teaching concept of green chemistry, change the traditional teaching mode, let students understand various chemical principles, guide students to establish correct chemical concepts, stimulate students' interest in learning, so as to improve the quality of junior high school chemistry teaching.

2. THE REAL CONNOTATION OF THE CONCEPT OF GREEN CHEMISTRY

Green chemistry, also known as environment-friendly chemistry, is mainly to eliminate chemical products that endanger human health and ecological environment with the help of relevant chemical technologies. When making related chemical agents, the use of green chemical concept, the use of non-toxic and harmless chemical raw materials, can achieve repeated use of resources, to a certain extent, reduce the production cost, and can be recycled after use, which can effectively save resources and avoid unnecessary waste of resources. In addition, green chemistry is an important part of junior high school chemistry teaching, which can help students improve their environmental awareness and enhance their sense of social responsibility.

3. PROBLEMS IN JUNIOR HIGH SCHOOL CHEMISTRY TEACHING

3.1 Backward concept of Chemistry Education

After the reform and opening up, in order to pursue industrial modernization and improve the comprehensive strength of the country, the state vigorously develops industrial construction. The economic level of our country has improved significantly, but it also brings some environmental pollution problems and destroys the ecological environment that people rely on for survival. Under the influence of this concept, junior high schools also focus on the cultivation of industrial talents, and pay too much attention to economic benefits, ignoring the chemical waste produced in the production process. Environmental pollution problems occur frequently, which increases the production cost to a certain extent, and wastes a lot of resources, but also endangers people's health.

3.2 The form of chemistry teaching is single

Due to the influence of traditional teaching ideas, some chemistry teachers' teaching ideas are too backward, do not realize the importance of green chemistry concept, ignore the main position of students, teaching form is too single, content is not practical, over time, students lose interest in learning. In addition, junior high school chemistry teaching materials ignore the cultivation of students' awareness of environmental protection. In order to complete the teaching task, some teachers will not spend more energy to consult relevant environmental protection materials. At the same time, when designing teaching links, they pay too much attention to the explanation of theoretical knowledge and ignore the cultivation of students' practical ability.

3.3 Students' weak awareness of environmental protection

Under the influence of examination oriented education, teachers and students pursue examination results too much and neglect the cultivation of students' comprehensive quality. In the actual teaching process, although junior high school chemistry textbooks also have the description of environmental protection knowledge, but when teachers explain the relevant environmental protection knowledge, often will be a sentence, did not guide students to understand the connotation of environmental protection knowledge, resulting in students' understanding of environmental protection knowledge is too superficial, lack of awareness of environmental protection, in daily life, also did not develop a good environmental protection Habit [1].

4. THE SPECIFIC METHODS OF INTEGRATING GREEN CHEMISTRY CONCEPT INTO JUNIOR HIGH SCHOOL CHEMISTRY CLASSROOM

4.1 Cultivate students' awareness of environmental protection and improve teachers' teaching level

With the deepening of quality-oriented education, the concept of green chemistry has gradually been paid attention to. It is necessary to improve students' awareness of environmental protection and help them correctly understand the significance of green chemistry. Teachers should break the shackles of traditional teaching ideas, learn advanced teaching concepts, improve their teaching level and comprehensive quality, deeply study environmental protection knowledge in chemistry textbooks, clarify teaching objectives, expand their knowledge by consulting relevant materials, better integrate chemical theoretical knowledge with practical life, and improve their awareness of environmental protection Teaching work. In addition, teachers should also play an exemplary role in the experimental link, do not waste all kinds of teaching resources, correctly deal with experimental waste, thus imperceptibly affect the behavior of students.

4.2 Change teaching mode and optimize teaching links

Teachers should change the traditional teaching mode, optimize teaching links and improve students' awareness of environmental protection. In the actual teaching process, on the one hand, teachers should give full play to the guiding role, guide students to learn independently, inquire about environmental protection related knowledge, stimulate students' interest in learning chemical environmental protection knowledge, which is conducive to students' better understanding of theoretical knowledge in textbooks. On the other hand, the junior high school chemistry textbook involves a lot of environmental protection knowledge, including air quality, waste metal recycling, white pollution phenomenon and so on. Teachers should prepare for the lesson in advance, patiently explain the relevant theoretical knowledge in the classroom, and can use multi-media teaching tools to show the relevant theoretical knowledge more vividly and help students deepen their impression We should pay more attention to environmental protection.

4.3 Scientific design of chemical experiment

In the traditional chemical experiment course, some chemical wastes are often produced. The teachers don't play a good role in demonstration. They treat the chemical experiment wastes at will and ignore the correct treatment of the chemical experiment wastes, which pollutes the school environment to a certain extent. Therefore, teachers should improve the awareness of green chemistry, scientifically design chemical experiment links, correctly deal with the waste generated from chemical experiments, guide students to cultivate good habits, and improve students' awareness of environmental protection. In the process of chemical experiments, non-toxic and harmless raw materials are used to design recyclable experimental vessels. After the completion of chemical experiments, it is convenient to recycle chemical experimental waste in time, and recycle and uniformly treat the experimental vessels. Through this method, the waste of resources is effectively reduced, and the problem of environmental pollution is also reduced.

4.4 Carry out extracurricular practice in combination with reality

To cultivate students' green chemistry concept, we should not only pay attention to the teaching content in chemistry class, but also pay attention to carry out extracurricular practice activities in combination with the actual situation. In addition, junior high school students are younger and curious about new things, and they prefer to participate in extracurricular practice activities. Therefore, teachers can stimulate students' interest in chemistry learning and cultivate their learning through extracurricular practice activities Environmental awareness of the students. For example, teachers can organize students to visit nearby factories to learn about the relevant production process and the causes of chemical waste on the spot, and study how the factory handles these chemical wastes, so that students can understand the importance of environmental protection, and consciously join the environmental protection team and contribute their own strength. In addition, teachers can also guide students to collect contaminated chemical waste, bring them back to school for in-depth research, and encourage students to try to remove chemical pollution, which is conducive to improving students' innovation ability [2].

5.CONCLUSION

In recent years, the problem of environmental pollution is becoming more and more serious, which seriously endangers people's health and living environment. For junior high school chemistry teaching, we should not only teach students chemical theory knowledge, but also help them realize the importance of environmental protection, and integrate the concept of green chemistry into junior high school chemistry classroom. Teachers should improve their own comprehensive quality, change teaching mode, optimize teaching links, scientifically design chemical experiment links, and improve students' awareness of environmental protection, so as to improve the quality of junior high school chemistry teaching.

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Discussion on The Development of Cloud Accounting Under The "Internet Plus"

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Abstract: With the development and popularization of Internet technology, the intelligent functions developed by the Internet are gradually integrated into all fields of society, and have played a great role. The trend of future development has obvious Internet plus trend, and this is also the main driving force of China's economic development. In the cloud accounting industry, under the impact of the Internet, there is an urgent need for innovation and reform, only in this way can we maximize the quality and efficiency of services, so as to provide better services for people.
Keywords: Internet plus; Cloud accounting; Development

1. OVERVIEW OF CLOUD ACCOUNTING

1.1 Concept of cloud accounting

Cloud accounting refers to the use of cloud technology in enterprises to establish an accounting system in the Internet, and then realize various business operations of accounting on the basis of this system. From the current accounting industry work, cloud accounting mainly uses some forms of service outsourcing to realize informatization in enterprise accounting, and combines with Internet sharing technology to make accounting information free Accounting can realize data collection, sorting and storage in business, which can not only improve the overall efficiency of work, but also reasonably prevent financial risks, so it has become the main development direction of accounting work in most enterprises in China.

1.2 Basic organization of cloud accounting

Cloud accounting organizations can be roughly divided into four categories: the first is basic services, that is to provide customers with some data and resources in various businesses of enterprises, and show them in the form of virtual network. This can not only provide the level of service, but also optimize and maintain the server, which has a great impact on the use of users. The second is the modular service, which refers to the design of the corresponding scheme in the virtual simulator according to the actual situation and requirements of the client, and then applied to the accounting business to assist work. The third is platform service, which means that when businesses provide platform services to customers, they can show various personalized services for customers on the basis of this platform, so as to greatly meet the needs of customers. The fourth is data service, which refers to businesses using equipment combined with the Internet to collect, analyze and sort out data, so that they can apply it to their work, so as to enhance their business ability.

1.3 Characteristics of cloud accounting

There are four characteristics of cloud accounting, the first is real-time access. That is to say, after the accounting business is combined with the Internet, various operations can be carried out on the network, and some data can be reasonably recorded and stored. Moreover, as long as there is network assistance from the computer, accounting personnel can query all kinds of information, which can further promote the efficiency of accounting work. The second is to be able to convey information in a timely manner. In the process of accounting operation, if someone needs materials, even if the accountants can not provide timely help, then cloud accounting can also be remotely controlled from the network, so that it can provide timely help for enterprises. The third is to carry out accounting at any time. The main task of accounting is to check the financial and capital of the enterprise. The traditional accounting needs a lot of time to sort out the calculation and record it on the paper. This consumes a lot of resources and is easy to lose or calculate wrongly. But with the support of cloud accounting, we can use the intelligent computer system to calculate anytime and anywhere, and the accuracy and efficiency are very high. The fourth is the security and reliability of accounting data. Generally, the accounting data will be encrypted, but some viruses will still invade it. After installing firewall and anti-virus software, it seems to add a thick layer to the encrypted file data. It can not only resist the virus, but also monitor whether there is hidden danger in the accounting system at any time, In this way, it can highlight the security and reliability of cloud accounting data.

2. PROBLEMS IN THE DEVELOPMENT OF CLOUD ACCOUNTING

2.1 Lack of management standards

The development and utilization time of cloud accounting is not long in China, and there is no perfect system and legal provisions. There are many loopholes in the security of data in the work. Once there are problems, it is difficult to solve, which is also one of the main defects of cloud accounting under the current internet background.

2.2 Data and information security issues

From the perspective of information construction, the first problem to be considered is security. Moreover, in the background of big data, although accounting work is supported by relevant standard system, there are still some risks of data loss in storage and technology. Once such problems occur, accounting data will leak out, which will bring great disadvantages to the operation and development of enterprises [2].

2.3 Problems of judicial expertise

In the application of cloud accounting in Internet plus, it can realize electronic document instead of past paper version. Traditional forensic authentication is in need of

physical evidence, and it is difficult to gather information comprehensively when collecting and sorting data. In fact, this phenomenon also exists in cloud accounting, because electronic files are not completely secure, and there will be omissions or information distortion.

2.4 Talent shortage

Cloud accounting is the embodiment of technology development, and its existence time is very short, and the training is not perfect. As a result, the struggle between enterprises will focus on talents. Then welfare is the main power to attract accounting talents. But this will inevitably lead to the lack of talents in some enterprises, which will be very unfavorable to their own development.

3. INTERNET PLUS, THE SPECIFIC APPLICATION OF CLOUD ACCOUNTING.

The first is to improve the legal standards. In the application of cloud accounting, we need further reform and innovation based on informatization, and then improve the legal basis. Only in this way can the cloud accounting business be constrained, and the development path can be found from the legal basis. The data of enterprises also have security protection, which is very important for the development of accounting business. The second is to establish a security system to ensure the security of data. Information data has always been a very important issue in Enterprise Cloud accounting business, because it involves the confidentiality of enterprises and the privacy of customers. Therefore, it is necessary to strengthen the construction and development of cloud accounting within the enterprise, and then improve the security supervision system through the third-party enterprises, and provide security guarantee for the cloud accounting business of enterprises. In this way, we can provide services for customers without any scruple, so as to avoid the situation that all kinds of data are or are leaked. Finally, change the concept and apply cloud accounting service software. After the popularity of the Internet, more and more enterprises found the effectiveness of cloud accounting, and absorbed and utilized it. But how to achieve efficient promotion and establish better service is an urgent need to solve. Therefore, the cloud accounting service platform is thus established, which enables accounting technicians to realize services online, and customers can directly complete the services they need, so as to avoid all kinds of tedious operations [3].

4.CONCLUSION

To sum up, under the Internet plus era, China's economic development and construction have embarked on a new journey. In the process of the development of enterprises, cloud accounting has become an indispensable business, but on this basis can not be taken lightly, should continue to study from the technical aspects, only in this way can we ensure our competitiveness, thus providing data theory reference for the development and decision-making of enterprises.

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Contextual Analysis of Chinese Cross Talk Inheritance Based on Performance Theory

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Abstract: Crosstalk, as a traditional Chinese art, is a kind of contextual performance. For almost one decade, a primary focus in the field of crosstalk was to identify the significance of crosstalk as cross-cultural media. These efforts were in part motivated by the expectation that it would one day be possible to disseminate knowledge and culture to the world. However, additional research has since added layers of complexity. Here, we will discuss the factors that affect the composition of the Chinese cross talk heritage context and the relationship between the subject in the context of the inheritance of Chinese crosstalk and the factors that influence the inheritance of Chinese cross talk through contextual analysis.
Keywords: Performance study; Contextual Analysis; Crosstalk

1.INTRODUCTION

There is not much research on Chinese cross talk in the past, and the relevant research results mainly focus on the following points [1-9].

SHI Ai-dong (2007) studied Chinese cross talk performance artist Guo Degang and his "Chinese traditional cross talk" program. Guo has always used "traditional" means to fully package himself in the name of "traditional cross talk". The study pointed out that Guo Degang's traditional cross talk is a marketing method that adapts to the current market changes. Behind it are folklore and nationalism. The integration of the two creates the context of survival for the show. However, the research ignores the analysis of the fan-attracting mechanism in the inheritance of cross talk. Therefore, W Long (2010) studied the humorous and funny mechanism of Chinese cross talk. Through the complementarity of relevance theory and frameshift theory, he found Chinese cross talk could attract people. The study pointed out that cross talk performers can clearly recognize the laughter mechanism and will intentionally guide the audience to follow it. The above research is based on the macro background and ignores the research from the field of cross talk performance.

Chinese cross talk performance arena Performers and audiences in the domain have a considerable rhythmic pattern; when the performance is in progress, the approximate pitch matching between the ending sound of the speech and the subsequent response sound is very important. So far, the research of cross talk has realized the role and significance of cross talk fans in the context of cross talk heritage, but the issue of how cross talk fans affect the heritage of cross talk has not been effectively interpreted. You Hongxia and Tian Zhaoyuan (2020), through the research of Guo Degang's cross talk, pointed

out that the transmission and development of Chinese cross talk intangible cultural heritage needs to rely on fans. The integration of fans and intangible cultural heritage has brought the inheritance of Chinese cross talk into a new stage, and pointed out that Chinese cross talk the way of inheritance in the future is to allow fans to transition from idol identification to cross talk intangible cultural heritage itself.

Feng Wenlong (2019) paid attention to the phased characteristics of cross talk. He pointed out that from a vertical perspective, the development of cross talk art has typical phase characteristics, and has gone through several stages from "participation in opera performances", "restoration of the class club system" to "non-inherited inheritance".

In a word, past research results have fully proved the context of performance in the inheritance of cross talk, and fans are also valued as an important force in this context. However, previous studies have not been able to effectively explain the characteristics of the inheritance context constructed by fans and performers in the inheritance context of cross talk and related factors.

2. THEORETICAL FRAME

This research will use literature analysis. Literature analysis methods can effectively help this study understand the current status of related research(RH Miller, 1994)and survey methods to solve research problems and complete the research goals. Investigation methods are widely used in all aspects of social research. It can help researchers go deep into the field and dig deeper and more hidden analysis factors.(CA Moser, G Kalton; 2017). First, the research will use literature analysis methods to understand the current research status of Chinese cross talk heritage with its development history; second, the research will clarify the factors affecting the context of Chinese cross talk heritage through in-depth cross talk performance venues and field surveys, and analyze crosstalk through interviews.

3.SUBJECT AND DATA

As the earliest form of xiangsheng, dankou or monologue, is performed by an actor who mainly cracks jokes or narrates stories. Xiangsheng, during most of time, is performed by two actors and is called duikou. Therefore, it is suggested that the first factor is the actors. For a actor, there are also several aspects, including performance experience, improvising skill, performance status and others. Meanwhile, audiences no longer need to face media screens, and they can applaud the actors on the basis of their actual performance.

Take "Da Bao Biao" as an example. The same material were performed by two groups of actors from Deyunshe.

The video about Meng Hetang and Zhou Jiuliang from YouTube was the first to hit 210,000 views while the video about Guo Heming and Li Wenshan same from YouTube has only 507 views. The information shows that the first group is more experienced than the second since they has performed "Da Bao Biao" five times in 2019 and won a special award for their performance in a show.

Moreover, the inheritance of cross talk is a vertical activity, and its material characteristics should be taken seriously. The selection of cross talk also plays a crucial role in the performance. For the cross talk, its spirit is mainly reflected in "sarcasm" and "civilian". Generally speaking, It's not very prominent to emphasize the conflict or contradiction. The focus moves on normal life. It sometimes comment on the faults of people, such as mocking human beings for "greedy, selfish, hypocritical". The spirit of "civilian" refers to the fact that crosstalk was born in the masses of civilians and crosstalk is a fertile ground for the development of traditional culture. If the truth of life is missing in the selected material and actors do not pay attention to what the public concerns, the performance will be a poor one.

Take the two crosstalk videos from Meng and Zhou as an example. In 23, February 2019, they performed two cross talks, including Fen He Wan and Jie Ba Lun. The first was seen over 1 hundred times in 24 hours and has reach 3,058 times now. The second has 1,384 times views now. The factor that matters the different views is the material content. Many updated content are added into the performance to meet the needs of the audience and the media while the structure and pattern of the second crosstalk pose a huge difficult to the content revision. Therefore, it is clear to observe the significance of its content.

The third aspect is connected with the types of audiences. The rise of the traditional crosstalk shows that the new generation aging from 18-30 has become the dominant audiences in the crosstalk performance both online and offline. A survey about audiences' feed back of the first cross talk was carried among people with different careers varying from 18 to 30. The survey targets on whether they are satisfied or dissatisfied about the performance. Over 70 percent of the respondents hold the positive attitudes towards the performance while only less than 5 percent hold the negative attitudes. FRS Lawson (2020) has studied the voice interaction between cross talk actors and between actors and audiences. Through the use of ELAN (a tool for analyzing audio and video), the results show that there is long-term audience response in cross talk performances, and these audiences can be regarded as the third performers in Chinese cross talk. Therefore, the role of audiences should be attached great importance.

4.CONCLUSION

Through the analysis of the context of Chinese cross talk heritage, under the guidance of performance theory (R Schechner,2004), the research points out that the three factors are of importance in the crosstalk performance. The capability and skills of actors will greatly influence the performing effect, and the selection of cross talk also makes a difference. There is one more observation that we can draw from this study. The position of audience should also be highlighted in research. This conclusion is valid for crosstalk in general, irrespective of the specific emergencies happened during the performance.

However, there are some limitations in this study. Firstly, the types of texts may be limited. As s result, little importance was given to analyzing other material. Secondly, the contextual analysis alone does not present a full picture of the differences in crosstalk performance. Therefore, in the following research, the qualitative losses will be analyzed in detail. What's more, audiences varies based on their careers, family, education and other factors. So, the following research will enable me to observe the type changing of the audience.

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Research on the path and mechanism innovation of College Student Association Education

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Abstract: With the continuous progress of the times, people pay more and more attention to the cultivation of all aspects of college students. In the study and life of college students, each community has the education function that cannot be ignored, which is also an indispensable part of talent training in university education. Based on this, this paper takes the educational function of university community as the research foundation, and points out the problems and deficiencies in the process of college community education, and then puts forward some suggestions with reference significance to solve these problems, hoping to play a certain role in promoting the development of college community education work in China.

Key words: University; Community education; Mechanism innovation

1. THE CONNOTATION AND VALUE OF UNIVERSITY ASSOCIATIONS

The basic meaning of the association is a group of people with the same interests and hobbies to carry out some spontaneous activities of the organization group. There is no big difference between the basic meaning of the college community and the former, but the college community is based on the school and carries out some healthy and public welfare activities under the guidance of the relevant leading departments on campus, and such groups become university community organizations.

Rich and diverse college associations have a very positive role in promoting the learning and development of college students themselves. They can help college students to have a better student life. The first is to avoid the occurrence of College Students' waste of time and enrich their spare time. The time of college life is very perishable. Therefore, college students should learn to experience college life and feel the changes brought by college life in their continuous learning. Therefore, the community can enrich college students' spare time, provide some opportunities for college students to feel life, and can effectively avoid negative life attitude of college students. Second, the community can exercise the comprehensive ability of college students and promote the development of their core literacy. Through participating in some community activities, college students can better express their own advantages, so as to improve their comprehensive ability. Third, it can exercise college students' social communication ability, so as to better develop their own interpersonal relationship. In college students' career, because students come from all over the country, so having a good social communication ability can better expand their personal contacts. The existence of community just provides an open platform for students to expand their interpersonal relationships.

2. THE CURRENT SITUATION OF EDUCATION IN UNIVERSITY ASSOCIATIONS

With the continuous development of education, college associations have been given more educational value. However, due to the limitations of many factors, there are still many restrictive factors in the development process.

2.1 The effect of education is not obvious

From the overall quality of the current college community development, its development is relatively good, and the enthusiasm of college students to participate in the community is also very high, but there are still some problems in the process of the development of the community education results are not obvious. The main reason is that some associations lack certain ideological and political nature when they are established. When they carry out some activities, due to the lack of professional teachers' guidance, it is difficult to integrate the ideological and political thinking with the characteristics of the times. Therefore, it is possible to restrict their educational role. In addition, the concept of education is not deep enough in the construction of community, and most organizations lack certain educational concept when carrying out activities. Therefore, many community activities seem to be very lively and interesting, but the activities do not have a professional position as a guide, which eventually leads to the stagnation of the development of the community, and can not play a guiding role for the college students participating in the community.

2. Lack of initiative

The development of anything can not do without innovative thinking. The most important factor in the development of social college associations is the lack of innovative consciousness of community mechanism. From a practical point of view, the main reason why the innovation of community mechanism is stagnant is that there is no perfect innovation concept. If we want to innovate the existing mechanism, we must have a certain sense of innovation. Only in this way can we make the innovation work truly implemented in action. However, at this stage, the leaders and managers of college associations are basically in a state of contentment with the status quo, and do not have a practical concept of innovation and development.

3. THE EDUCATIONAL PATH OF COLLEGE ASSOCIATIONS

Starting from the problems in the education work of College Associations under the current era background, based on the comprehensive quality education, this paper

puts forward some suggestions for the innovative education mechanism of the mass organizations.

3.1 Improve the internal management system of the community and unite the community

From the internal management level of today's community, we need to further improve our internal construction management. Starting from the actual situation of the community, we should establish our own development goals and development direction, and transfer this concept within the community, so that this construction planning concept can run through every process of the community development. Secondly, we should improve the rules and regulations of the association itself, which can not only improve the quality of various activities of the association, but also make the management mode of the association more scientific [2]. In addition, improving the rules and regulations of the association has a very important impact on the management of the community personnel, and can fundamentally eliminate the negative and casual phenomenon of the community personnel.

3.2 Build development goals and implement characteristic brand development plan

In order to play a better role in educating people, the community must establish its own characteristic development direction according to its own actual situation. From the actual situation of the current development of the community, some college associations lack the theme activities with characteristics and guiding ideas in the development process, which makes it difficult for the associations to play their own value in educating people. Therefore, in the process of development, the community formulates the development direction with characteristics, and strives to create some activities that conform to its own development characteristics, so as to change or enhance its own educational value.

4. THE INNOVATIVE MECHANISM OF COLLEGE COMMUNITY EDUCATION

4.1 Establish a systematic education mechanism

In the process of development, the main reason for the limitation of its educational value is that the association has a high degree of autonomy and randomness in carrying out some activities, which leads to the lack of systematic guidance for students to participate in community activities, so its educational effect is not obvious. Therefore, in order to better reflect the educational value of the community, it is necessary to build a set of systematic education mechanism. Based on the construction of talent training, we should formulate the education plan and goal of the association, so as to ensure that any activity carried out by the association can implement the main idea of talent cultivation [3]. Secondly, students are required to make clear their own development goals when participating in community

activities. When choosing associations, they should fully consider their own actual situation and participate in various club activities in a planned and targeted way, so as to enable the association to play its own educational value to the greatest extent.

4.2 Strengthen the investment in the construction of community

The development of any community organization can not be without the support of various resources. In the process of giving full play to its educational value, a sound and sustainable investment mechanism is needed. Therefore, colleges and universities can establish some investment mechanisms to cooperate with the development of community, so as to ensure that the association can give full play to its educational role in the process of continuous development. For some key associations, we can carry out some targeted input work, for some ordinary associations, we can maintain a certain basic investment, and for some communities that deviate from the overall development direction and the role of one person is not obvious, we can stop the investment in resources. Through the establishment of these sustainable development input mechanisms, it can play a positive role in promoting the development of the community, so that the community can better play its role in educating people.

5.CONCLUSION

To sum up, with the continuous progress of the times, the value of College Associations in educating people is becoming more and more obvious. Therefore, colleges and universities should improve their own community development system, and make correct guidance for the development of community, so as to lay a good foundation for the community to better play its value in education.

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Prototypicality among English Have, Get and Make Periphrastic Causative Constructions

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Abstract: This paper adopts a narrowing-down approach and a focusing-and-radioactive perspective to review the periphrastic causative constructions studies in the literature. It narrows from the causation down to three main periphrastic causative constructions of get, have and make and their prototypicality. Gilquin's studies (2003, 2006, 2007 & 2010) of prototypicality of the periphrastic causative constructions are traced sequentially. Based on the review of her research, there emerges the gap which shed much light on my study, namely the prototypicality among the three constructions and within the same construction. To relate to above two aspects and to extend the scope of my research, the review adopts a focusing-and-radioactive perspective. By focusing on the prototypicality, it radiates to the features of psychological factors and voice variation. By focusing on the main construction prototypicality, it also looks into the prototypical subordinate clause, namely the "verb slot attraction to the collexmes" (Gilquin, 2007).
Key words: Get; Have and make periphrastic causative constructions; Prototypicality

1.INTRODUCTION

In the literature, the studies on the periphrastic causative constructions are fewer than the morphological and lexical ones. It is said due to that periphrastic causative is "infrequent (or even unnatural) in the languages do have them" (Stefanowitsch, 2001:2). However, the case would be different for English. A check at the English periphrastic causatives corpus frequency (see table 1) would disprove such introspection. It is found that the vast majority of the main periphrastic causative make, have and get constructions are frequently used in English. And the question of under which situations the periphrastic causative constructions are prototypically used comes up. It on the one hand has to consider the syntactic variation of the periphrastic causative constructions, i.e., the matrix periphrastic verbs of have, get and make with different types of complementation. On the other hand, at the "macro-situation" (Comrie, 1981:158) level, the typological parameters of causer and causee's (in)animacy, directness and indirectness of the causing event, the state of the caused event (i.e. stative or dynamic) and the immediacy of the caused event (i.e. whether the two event take place almost simultaneously or there is a temporal interval between the two occurrence) also need to be taken into consideration. The work therefore carries out an empirical study with two aims. First, it uses the typological parameters to category the periphrastic causative constructions; second, it tries to find the prototypicality among the three constructions.

2.PERIPHRASTIC CAUSATIVE CONSTRUCTIONS OF HAVE, GET AND MAKE

In the periphrastic causative constructions, a finite matrix verb (like the causative verbs have, get and make) expresses a relatively non-specific causing event. Usually, it takes the causer as the subject, the causee as its object; and the complementation of non-finite verb phrase expresses the caused event (i.e. the effect).

The paper studies the causative constructions of have, get and make; and considers them as the main periphrastic causatives constructions mainly for two reasons. First, they are frequently used in English. The high frequency would unavoidably remind people of prototypicality. Thereafter, a tentative trial is made to define the situations where they are prototypically used. And it could be predicted that if the causer and causee are animate, at the "micro-situation"(Comrie, 1981:158)level the further parameters of causer's intention, causee's willingness, causer's control and causee's resistance, ect, would come into effect. Moreover, the causing event expressed by the causative verb also has a lot to do with the causer's intermediacy strategy to bring on the causing event (e.g. speech act, convincing by persuasion or by trickery, or exercise of "arbitrary power" (Wizerbicka, 2006: 188)). At the macro-situation level, the typology of agentive and event causation is possible by the parameter of (in)animacy. The (in)directness of the causing event divides the causation into direct and indirect one. Direct and indirect causation refer to the direct or indirect contact of the causer and causee respectively. The state of the caused event divides the causation into dynamic and stative one. And the typologies vary from caused motion causation to psychological experiential one. The macro-situational level typologies of causation as a whole are too general and strict since it concerns merely one parameter. And a prototypical analysis would be implausible due to its lack of consideration of other possibly relevant parameters especially of the micro-situational level. Moreover, such typologies are to general to give clues of the prototypicality at the complementation level.

The complementation the three constructions take associates us with questions as follows. First, what are the possible factors accounting for have's collocation with bare infinitive, while get collocates with the to-infinitive? Second, concerning different types of complement, why are certain types of complement more frequent than the others? For example, as shown in table 2, for the have construction, its past participle complement is almost as 10 times frequent as its bare infinitive complement. This finally leads to the question of prototypical complement. All these call for a close look at the interacting parameters

of the causer, causee, causing event, and caused event and their involvement with the notion of prototypicality of the three periphrastic constructions.

3.PROTOTYPICALITY FOR THE PERIPHRASTIC CAUSATIVE CONSTRUCTIONS

Definition of prototypicality

In 1975, Rosch carried out a psychological experiment among 200 American college students. They were asked to arrange the category members of furniture from scale 1 to 7 to determine which better exemplified the whole category of furniture. The results showed that some members like chair, sofa and table are given more frequently with less response time. And such members are prototypical by her "principles of categorization" (Rosch et al, 1978). Later the principle and the term prototypicality came into linguistics as the prototype theory. It has been applied to linguistic categories by Lakoff under the heading of "cognitive linguistics" (1982) and shown to be consistent with the conclusions of a number of other 20th century linguists (Johnson, 1985:1). To this extent, the notion of prototypicality is presumed to be applicable to the cognitive study of periphrastic causative constructions. And a prototypical analysis is foreseeably plausible if under certain situation, certain types of causer, causee, causative verb (decoding the causing event) and complement (decoding the caused event) occurs more frequent. And the other types are less frequent or deviate from this occurrence within the same situation by certain parameters. As GivÓn (1984, see Nancy 1992: 257) suggests "the causative typology to be described in more detail later is based upon prototypes. The prototype can be determined by a bell curve where the most typical qualities and the most frequent occurrence of those qualities occur."

Prototypicality of have construction

It is quite often noted in the literature (e.g. Goldsmith, 1984; Stefanowitsch, 2001 & Wierzbicka, 2006) that "the causer is always an intentionally acting human, and the result is always an activity. There is a near-absolute constraint on the causee too: it is a human being who has potential control over the result in 98.1% of the cases" (Stefanowitsch, 2001: 131)". From above, the causer has a will for the desired caused event, while the causee may have (not) a will but assumes readiness to carry out the direction of the causer. From the causer's perspective, the causee's role for him / her is just "like an instrument" (Wierzbicka, 2006: 177) to fulfil his / her will. And the causee's readiness to accept the causer's control / authority and act accordingly is taken for granted. This implies the causer's intermediary strategy is either simply by speech act or the causee's immediately takes the direction of the causer. Therefore, the implications for prototypicality of have construction are clear. First, the causee in most cases should be a human being to whom the causer's will and intention could be communicated and carried out. Second, the causee's willingness and readiness to perform the action implies the causee is probably a beneficiary on the completion of the desired caused event. This also has two implications. At the syntactic level, the causee's readiness to take direction of

the causer implies the immediacy of the caused event. This accounts partly for the have construction's bare infinitive complement. The to-infinitive denotes the non-immediacy since its action usually takes time to occur. At the social context level, it implies "something like a hierarchy relationship" (Wierzbicka, 2006: 176). It may be customer and service personnel relationship, employer-employee relationship, or parent-child relationship. In the rare case of the causer and causee being purely equal, there is once again no resistance from the causee's part, because the causee's performing on the causer's will is taken as a matter of fact, or as a "routine" (Celce-Murcia and Larsen-Freeman, 1983: 481). The working situation and the customer-service situation theoretically turn out to be more prototypical when considering the causee's role as a beneficiary from the routine performance. The "service frame" (Stefanowitsch 2001: 131) could encompass these two situations altogether. In the service frame situation, the causee routinely provides service on payment or offers manpower on the regular basis of working payment.

Alternatively the Vendor may argue, particularly where the price includes a substantial element for goodwill, that the Purchaser's only remedy will be to have damages assessed on the "indemnity" basis. [BNC: CBA W_non_ac_humanities_arts].

Should be enforced through the County Court. It is much more straightforward to have warrants set aside and negotiations entered into in the County Court whereas Magistrates Courts are usually unwilling to reconsider until a warrant has been returned to the court. [BNC: HHW_W_hansard].

In sum, in the prototypical have construction a human causer has a clear intention, which is performed by another human causee. The caused event is usually dynamic (i.e. an activity in service). The causee in the most cases is told and commissioned to carry out the activity. Therefore, the have construction could be seen as prototypically encoding the situation where the causee is practically in compliance with the professional service. Moreover, it is theoretically reasonable that the apparent high frequency of past participle complement (table 2) occurs in the service frame. Within the social context, there is a great difference in ordering, manipulating, telling and having people to do something. People would be willing to follow certain directions to fulfill the duty rather than a mere obedience of someone's order. The passivation of the embedded clause avoiding a mention of the "doer" serves well the shift from the seemingly arbitrary "ordering, commanding" to merely a kind of "direction". The passivation of embedded clause of the have construction becomes important and salient in service frame of the modern English society.

Such a prototypical service frame "accounts for 72.0% and 100% of all examples" for have construction and its past participle complement (Stefanowitsch 2001: 133) in the corpus of spoken American English (the Switchboard Corpus). His study gives implication of my data and methodology. First, he data is from American English. Would the case be different with the British English in BNC? The have-construction with bare infinitive as

complement in the literature is described as typically American (Swan 1980, 286; Attal 1987, 490: see Gilquin, 2003: 8). Second, Stefanowitsch's methodology to a great extent is "more towards the corpus-driven (i.e. drawing prototype from the corpus frequency)" (Gilquin, 2010: 149). This study in order to avoid this will adopt a corpus-tested methodology (i.e. using the corpus to test the theoretical prototype) and supplement the corpus data with elicitation data.

Prototypicality of get construction

The apparent difference between get and have constructions is that get syntactically takes the to-infinitive complement. Besides, they are taken as sharing a lot of similarities. However, a close corpus study would reveal more subtle differences. As mentioned above, the bare infinitive of have construction denotes the causing event is assumed to be brought about within little time and the causer is not assumed to come across difficulty or resistance from the causee. Compared with this, the to-infinitive at syntactic level may suggest a time interval in bringing about the causing event. Further observance in the corpus gives more implications.

Well there's a problem here, go to Netherlands Alec, they need help here to get things set up. [BNC: KDU S_conv]. Unless you were oil-related it was quite difficult to get equipment serviced and to obtain certain stores. [BNC: H0C W_commerce].

See it, is a very common situation especially where there is some pressure to get contracts exchanged. [BNC: HXW W_ac_polit_law_edu].

As the examples shown, at the sentential level of get construction, there are always expressions implying difficulty(90% cases in BNC Web) or time and effort spared, like problem, pressure, help, hard, difficult, etc. Another notice is the preceding verbal expressions of the uncertainty or even negative sense, like try to(45% in BNC Web), attempt to, manage to, fight to, can't, fail to, etc.

There was never a reply, and he assumed that Elise was out. So on his way to Yorkshire last Thursday evening he decided to call in and tried to get things settled. [BNC: HA7 W_fict_prose].

It's such a beautiful place. Many preservation groups across the world have tried and failed to get work done… [BNC: K26 W_news_script].

Hunt supporters say it's a victory for democracy -- anti hunt campaigners have vowed to continue their fight to get hunting banned. [BNC: K1B W_news_script]. Besides, frequent presence of the expressions like "think (8 times), normally, perhaps, probably, seem (twice)" (Gilquin, 2003: 20-21) by chance, etc. suggests a sense of uncertainty to achieve the desired event. Such uncertainty surely associates us with the difficulty involved in the situation.

Nenna thought, I must take the opportunity to get things settled for me, even if it's only by chance, like throwing straws into the current. [BNC: H0R W_fict_prose].

All the above clues imply the prototypicality of the construction at two levels. From the construction level, they denote a prototypical situation for get construction

where the causee possesses the will of his/her own and the causer has to spare time and effort or overcome some difficulty / resistance to achieve his/her intention. This coincides with the infinitive with to, which denotes a time interval in bringing about the causing event. And such time cost is due to the difficulty involved in the situation. From the complementation level, compared with have construction, a higher frequency of past participle is also found with get construction (70% in BNC Web). The following examples remind us of the service frame situation where the embedded clause passivation is prototypically used. For Stefanowitsch's (2001) North American English corpus, 15 out of 20 cases (75%) of get embedded clause passivation are involved in the service frame(98% in BNC Web, suggesting that get construction may be more British style). There is no one in the literature conducting the similar study in BNC of the British English. This project will therefore conduct a study of this kind. The italic expressions in the examples denote another subtle difference between have and get constructions in their past participle complementation. The service frame for the latter is found again to be involved with difficulty(91% in BNC Web).

"I wondered -- I wanted to know if people of my age ever did get books published. I mean, if anyone would pay them for it? " [BNC: HH9 W_fict_prose].

Organizations can only achieve their goals by the coordinated efforts of their members. It is management's job to integrate activities and get work done through other members of the organization. [BNC: HSC W_essay_univ].

Prototypicality of make construction

The difference between make and get could again be captured in causee part. The causee in both constructions possesses a will. However, in get construction, the causee follows the intention of the causer on the condition of the causer's effort making to overcome resistance from causee. In the case of make construction, the causee's with its own stubborn will in mind, the caused event may well turn out to be deviated from the will of the causer. The causer for this construction possesses more control or authority over the causee. A non-compliance of causer's intention will bring the causee into trouble or even sanction. The causee possessing his/her own will, but exerts no resistance. Therefore in the causing event, the causer's intention may simply be communicated to the causee. Or most probably the causee performs the activity directly under the threat of the causer's authority or influence.

Dissatisfied with its incapacity to make councils cut spending, the government adopted a final sanction -- rate capping. [BNC: G1C W_ac_soc_science].

The level of incidence was very high, but it was enough to make people feel insecure about walking through there at night. [BNC: FY7 S_interview_oral_history].

The government is objecting be on the grounds of health and safety. Now this is leading towards that, to make people work too long, especially part-time jobs,... They could be very tired, we've seen er, er the consequences of that and er, a lot of er these accidents happening on... [BNC: J9D S_meeting].

It is observed in corpus that there is a negative consequence on the part of the causee as shown in above examples. The make construction probably denotes an unfavorable situation for causee possibly through the causer's exercises of arbitrary power, punishment, sanction of payment. However, such a theoretically prototypical situation needs to be attested in the corpus. A corpus study makes the relevant parameters measurable. In the case of make construction, the nature of the causer and causee, the causer's control and intentionality, the causee's will and resistance, the immediacy of the causing event(whether it occurs immediately or there is a delay), and the nature of the result of the caused event (negative, positive or neutral) to the causee would be tested. When these parameters are tested, the prototypicality under the situation is proved or disproved. Research questions: Under what situation is each of the three constructions prototypically used? What is the prototypical complement for each construction? And such prototypical complement is involved in what situation?

4.DATA AND METHODOLOGY

An empirical study calls for this work to rely on more solid data. This study bases on the data from two aspects: corpus data and elicitation data of directed language production.

Corpus data

The study draws corpus data from British National Corpus (BNC). It is chosen for the reasons as follow. First, it is a tagged corpus consisting of contemporary written and spoken British English of 100-million-word. Although the spoken data only account for 10% of the whole corpus, it still offers a large amount of 10 million words. Second, it

covers a wide range of resources of different genres, subject fields and registers.

The difficulties in extracting the three periphrastic causative constructions involve two aspects. In the construction aspect, the polysemous nature of verb have, get and make usually makes the constructions ambiguous. From the corpus aspect, the heterogeneity of data and more ambiguity at the sentence level calls for a manual post-editing methodology after the automatic extraction. However, a predictable problem is the high frequency of certain type does not necessarily equate it with prototype. "A naive mapping of raw text frequency to prototypicality is bound to fail", as Gilquin (see in Martin Hilpert, 2008) addresses. Therefore, in order to prove the prototypicality withdrawn from the corpus frequency, the experimentation is carried out.

Elicitation data

Elicitation data, compared with the naturally-occurring data of corpus comes out from a laboratory setting. The word "elicitation" with its Latin origin means to induce or provoke by certain means. Hence in an elicitation test, it is expected that the participants would give a specific type of response. Or in other words, "the data collection is directed" (Senft, 1995: 577, see in Gilquin, 2010: 48).

Table 1. Frequency (N1) in BNC web out of total frequency of each construction in form of VP1+NP+VP2

N1 (%)	
Get	84.98% (249/293)
Make	60.7% (292/481)
Have	16.5% (63/382)
TOTAL	52.25% (604/1156)

Table 2: Frequency of have construction with different complementation in BNC Web

	Frequency	Applied Situation	causer	causee	collocation
[X have Y Vpp]	43	39 cases in the service frame. 4 in the family situation of parents and children relationship	92% animate	71% inanimate	100% transitive complement verbs suggesting the final state. 14 cases in service frame collocate with the expression of payment.
[X have Y Vprp]	14	8 cases of host to guest invitation situation, and 6 cases of service frame	100% animate	100% animate	100% intransitive verb. In the host to guest invitation situation, are verbs of motion, (go and come), while in the service frame, are verbs of action, (work and serve).
[X have Y Vinf]	2	Host and guest invitation situation	100% animate	100% animate	Intransitive verbs of motion come
Total	59 (the other four cases, where the causer and causee coreferential (the causer and causee refer to the same one), and usually takes the reflexive pronoun as causee.				

Have	Volition	Control	Coreference
Causer	100% volition agreement among causer and causee	89% control over the causee	4 cases out of total 63 constructions
Causee		51 % control over himself/ herself, but yield to the volition of the causer	

The aims of the experiment are two-fold. One is to determine which periphrastic causative construction or which complementation is preferred in a specific situation. The above proposed situations, after testing in the corpus and making adaptation, are preset in the experiment. The other is to determine the situation best fits for a specific construction with certain type of complementation. The

construction is preset, and the situation here is to decide. These remind me of a questionnaire with multiple choices, through which the participants are asked to give spontaneously and directly the first choice coming to mind. The design of the questionnaire is of great importance for the valid data. The objectives of the questionnaire should be rendered clear to them. And a general definition of the

three constructions with examples should be given in front of the questionnaire. Besides, the exercises of preferred construction in the set situation should precede the other exercises. In this case, the data based on the conscious linguistic judgments is collected. The valid data collection on the other hand bases on the spontaneity of the response, which has a lot to do with the participants' tuition and linguistic knowledge framework. Therefore, it has to request the information of the participant's educational background, profession, etc. If the collected data turns out to be very unpromising, it could find reason in the participant's personal information.

5. CLOSING MARK AND HYPOTHESIS

The high frequency of the three periphrastic causative constructions suggests there is a place for prototypcality among them in certain situations. With the analysis above, the study proposes hypotheses as follows. First, in the service frame situation, have construction is prototypically used and under the same situation, have construction finds its prototypical complement of past participle. For in the service frame, the passivation of the embedded clause avoids direct manipulating people (i.e. the causee) into service. With a token of politeness, the desired effect (the caused event) is assumed to be accomplished in most cases. Second, get construction is prototypically engaged in a situation involving difficulty. Third, make construction prototypically denotes a situation where the causee is led to an unfavorable condition. These hypotheses will be further attested in the corpus. Therefore, the methodology of the study is corpus-tested rather than corpus-driven. Moreover, the elicitation data would further supplement and enhance the corpus-tested result.

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Design of Bilingual Teaching Main Line for Navigation Technology Specialty in Application-Oriented Universities

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Abstract: With the continuous reform of China's education, the teaching of Maritime Technology in application-oriented universities is facing new opportunities and challenges. It is of great significance to innovate bilingual teaching strategies for Maritime Technology Specialty in Application-oriented Colleges and universities to cultivate international interdisciplinary talents who are "proficient in foreign languages and proficient in specialty". In order to better implement bilingual teaching and improve the quality of bilingual teaching, this paper designs the main line of bilingual teaching according to the basic requirements of STCW Convention, to shorten the distance between students' theoretical study and practical work, improve students' learning quality, and realize high-quality bilingual teaching of navigation technology specialty.
Key words: Applied University; Navigation technology; Bilingual teaching; Main line design

1.INTRODUCTION

In the maritime technology specialty of application-oriented universities, bilingual teaching shoulders the important task of cultivating interdisciplinary and international navigation talents in China. For the maritime field, English is the general language of the industry stipulated by IMO, and the English level of maritime talents is directly related to their comprehensive professional quality. In the new era, with the acceleration of globalization, the combination of English and Chinese has become an important trend in the field of navigation. Under the background of globalization, Maritime Technology Specialty in Application-oriented Colleges and universities, as the training position of international navigation talents, needs to strengthen the quality of bilingual teaching and realize the high-quality cultivation of students' bilingual level. At present, bilingual teaching is listed as an important part of China's higher education reform. We need to design the main line of bilingual teaching innovatively and run through the whole teaching to improve the quality of bilingual teaching.

2. THE POSITIONING OF BILINGUAL TEACHING IN MARITIME TECHNOLOGY MAJOR

In navigation technology major, the main line design of bilingual teaching is to enable students to combine English theory with maritime practice, so that students can better master Chinese, English and maritime aviation knowledge through more realistic teaching. The design of the main line of bilingual teaching for maritime technology major should focus on the initial boarding of students, follow the actual rules of navigation, fulfill the relevant regulations and requirements of IMO, and run the knowledge points required by IMO throughout the whole teaching line. Make full use of modern teaching platform (such as navigation simulator), adopt advanced teaching methods (such as flipped classroom and immersion teaching), carry out bilingual teaching with students as the main learning body and professional teachers as important guidance, and combine theory with practice. The design of the main line of bilingual teaching starts from the design objectives, design ideas, design arrangements and other processes, and runs through the teaching objectives in the whole teaching process, so as to maximize the bilingual teaching quality of navigation technology specialty and better meet the requirements of IMO for navigation teaching.

3. DESIGN SCHEME OF BILINGUAL TEACHING MAIN LINE FOR NAVIGATION TECHNOLOGY MAJOR

3.1 Main line design objectives

The design of the main line of bilingual teaching for navigation technology major should adhere to the requirements of modern maritime transportation for navigation talents, and adhere to the goal of improving the students' English theoretical literacy, English practical ability, English level and comprehensive quality. The bilingual teaching content should be run through the whole process of English Teaching activities to form a strict teaching network. It can make the students of navigation technology get rid of the disadvantages of the examination under the traditional examination system, effectively improve the students' English level, and strengthen their English translation ability and practical application ability.

3.2 Main line design ideas

According to the requirements of STCW for maritime talents, the design of bilingual teaching should adhere to the principle of space, time and logical order of things. First of all, the design space of the main line of bilingual teaching can refer to the principle from top to bottom and from inside to outside; secondly, in time, it can refer to the law of working time; finally, in the logical order of things, it can refer to the order of things. STCW Convention puts forward new requirements for seafarers, which stipulates that navigational operators should have navigation ability, radio communication ability, ship operation management ability, radar control ability, etc. According to IMO's needs for seafarers, we can establish four English teaching modules, namely navigation ability,

cargo handling and stowage, ship operation and management, and radio communication. Around the four modules, we can integrate the design ideas and carry out the design of bilingual teaching main line.

3.3 Main line design

Around the teaching ideas of navigation ability, cargo unloading and stowage, ship operation and management, and radio communication, the teaching design of "connecting lines by points" is carried out. The bilingual teaching content is penetrated into the whole navigation process of sailing preparation, cargo loading and unloading, berthing, ship sailing, ship entering and mooring, so that students can learn English knowledge in the simulated actual scene. The specific design of the main line bilingual teaching is as follows:

3.3.1 Sailing preparation

"Sailing preparation" is the key teaching content of navigation technology specialty in application-oriented universities, and is the cornerstone of the follow-up professional content. The courses related to Sailing preparation include legal knowledge, navigation design, chart work, navigation instruments and so on. Bilingual teachers should carry out English teaching activities around a series of related contents in preparation for sailing. In the process of bilingual teaching, the practical application of students' English knowledge in legal knowledge, chart work and radar operation is emphasized. Through scene simulation, students' switching ability between English and Chinese is enhanced.

3.3.2 Cargo handling

"Cargo handling" course is an important course content throughout the undergraduate course of marine technology. The content is mainly based on the basic principles of ship freight, which requires students of navigation technology to master the English knowledge of hull structure, cargo stowage, cargo securing and so on. The whole course related to cargo unloading includes ship structure and equipment, maritime law, maritime cargo transportation and other important courses. Bilingual teachers can play English teaching courseware through multimedia teaching equipment, so that students can have a deeper understanding of professional English knowledge.

3.3.3 Disembarking

In the actual navigation operation, unberthing is an important link after the preparation for sailing and cargo loading and unloading. The success of unberthing means that the ship has officially entered the running state. A series of inspections and operations are required for the safety of the ship, the opening of navigation instruments and the release of cables. The course content of sailing technology major in Application-oriented Colleges and universities emphasizes that students should firmly grasp many English contents, such as bridge management, rudder test, cable release, safe operation on board, navigation equipment opening, communication opening, etc. Bilingual teachers should focus on the content of this link, make full use of the existing teaching equipment, and strengthen the students' English communication and application in the process of departure.

3.3.4 Navigation

Ship navigation is a key learning content for students majoring in navigation technology at undergraduate stage. The course contents related to ship navigation show many, deep and wide characteristics. In the actual navigation operation, IMO requires the navigation staff to have solid ship handling technology, ship control technology and mobile communication application. At the undergraduate stage, the course of ship navigation requires students to master the important contents of ship control, ship position revision, navigation meteorological analysis, etc. In addition, students are required to learn the important skills of ship's coordination and collision avoidance, maneuvering in special waters and so on. Bilingual teaching in this chapter requires teachers to carry out activities related to the teaching content, lead students to understand every process of ship navigation, and skillfully use English for communication and operation in ship navigation.

3.3.5 Vessel entry and mooring

The course requires students to master the important English knowledge such as sailing in port, anchoring operation, ship port contact and so on. The content of this link mainly includes the knowledge points of ship operation, navigation, ship structure and equipment, ship collision avoidance, ship signal and so on. Mooring involves ship collision avoidance, ship structure and equipment. When teaching, teachers need to make students master maritime professional words and improve their practical English interaction and application ability.

4.CONCLUSION

To sum up, with the acceleration of globalization, China needs more interdisciplinary talents with practical application ability. Based on the basic requirements of STCW Convention and starting from the students' learning subject, we have made clear the bilingual teaching objectives and integrated the bilingual teaching ideas, and integrated the English teaching contents into the five main links of sailing preparation, cargo unloading, berthing, ship navigation, ship entering and mooring, so as to make the English knowledge highly match with the work on board, and effectively shorten the theoretical learning of students The distance from practical application can improve students' English listening, reading, writing and speaking ability, and realize high-quality bilingual education.

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On the Performance of The Chorus Works of Ancient Ci And Qu

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Abstract: Throughout the chorus performances and competitions, most of the chorus groups sing the works of the times, the society and the masses, and few groups sing the works of "Ancient Ci". There are three reasons for this. First, "Ancient Ci and Qu" is far away from modern times, so it is difficult to feel the same way. Second, the music style is difficult to control. Third, the strong artistry requires the chorus to have high singing skills and artistic accomplishment. This paper makes some exploratory research on how to sing "Ancient Ci Qu" chorus works. It is hoped that it will be a positive reference for the chorus to sing "Ancient Ci and Qu".
Key words: Ancient Ci and Qu; Chorus; Analysis; Research

1.INTRODUCTION

The elegant art of classical poetry and music is the essence of our national art culture, with the unique charm of classical, gorgeous, elegant and so on. It contains the unique charm of China's traditional culture, embodies the unique aesthetic outlook of the Chinese nation, and is a perfect combination of ancient poetry and literature and classical music.

With the rapid development of the national economy, the continuous prosperity of social arts and culture, and the continuous improvement of people's music quality, chorus, an art form with collective, team and mass color, is becoming more and more popular, and its influence is more and more extensive. Throughout the chorus performance or competition, most of the works performed by the chorus are works of the times, society and mass, and few teams sing "Ancient Ci and Qu". There are three reasons for this: first, the ancient Ci and Qu are far away from the modern times, and it is not easy to understand the ideas, living habits and social culture of the ancients, and it is difficult to have the same feeling. Secondly, it is difficult to grasp the music style and artistic conception, and it is difficult to control the chorus. The third is that "Ancient Ci and Qu" has a high artistic quality, which requires the singing group to have higher skills and artistic accomplishment. This paper makes some tentative discussions on the chorus works of Yangguan Sandie. It is hoped that it will play a positive reference value for the chorus to sing "Ancient Ci Qu" [1-7].

According to Wang Wei's Ci and Xia Yifeng's biography, Mr. Wang Zhenya's chorus song collection in Yangguan (see Chen Jiahai and Geng Yuqin's selected choral songs in China, and Mr. Wen Huaisha's consultant and Nie Zhongming for piano accompaniment spectrum) edited by Mr. Wang Zhenya is a song that embraces the friendship of the world, contains historical customs and highlights the ancient music. If we follow the script and rehearse according to the script, then these three characteristics will not be reflected. If we want to arrange this music into an unusual, unconventional, decent and generous, fresh and elegant as well as heavy and worrying effect, we must carefully deal with it. On this issue, I would like to talk about some opinions.

The second paragraph of each stack is continued by later generations. From the aspect of emotion, the four lines of the original poem are full of emotion, showing but not hair. The scenery is holding the meaning, and is dejected. The scene of "morning rain and light dust" and "willow green in guest house" has already implied the feeling of desolation and sadness before leaving; the strong feeling of parting is all in "persuading you to make a cup of wine more", but "no old friend comes out of Yangguan in the west" is an allegorical admonition; a short four sentence makes the human body taste endless. As grosser put it, "every poem initially expresses the poet's personal feelings; but it is expressed in such a way as to arouse the same feelings of the hearer and the reader." However, the continued sentences are all the ideas after farewell, which are full of emotion and full of expression, which are in sharp contrast with the original sentence. From the perspective of scenery, except the original word "Weicheng Dynasty rain light dust, guest house green willow color new" description, the continuation of the sentence very little scenery description. However, they all imply other scenarios, allowing people to imagine the experience. What did Wang Wei send yuan Er to "go out of Yangguan in the west" for? Of course, he went to garrison the border area! This makes people think of the scene of entering the frontier from the west of Yangguan. His friend will experience the desolate desert scene of "the yellow sand goes straight up to the white clouds, and the spring breeze does not pass through Yumen pass". What he lives in will be the place where he was robbed of his life. Therefore, for thousands of years, poets of all ages have recognized that Wang Wei's poems are "paintings in Poems", and think that most of his "paintings in Poems" are "paintings that cannot be described by paintings".

The second is the experience of the past, such as the experience of the past. This is in line with Professor Wang Yichuan's division of aesthetic experience: "historical structure", "temporary structure", "pre structure" The "historical structure layer" and "pre structure layer" are the implications I am looking for. In the face of this rich implication, we deal with the introduction of chorus, that is to re create the introduction. In the process of creation,

we try to conceive from Wang Wei's "painting in poetry", try our best to write in the aspect of "painting that can not be described", and try to make it have the implication as far as possible, and become the "Pan sound" before the song with profound artistic conception. The re created introduction is about 60 seconds. It uses the tone of "Li Ku Xin" in "Yang Guan San Dai" to widen the rhythm and imitate the polyphony. At Lento's speed, according to the ancient "Pan Sheng" method with sound but no words, singing with suppressed Qi Sheng "ha". Thus, it paves the way for Zhengge's entry into the frontier defense atmosphere of desolate desert and war, and better sets off Zhengge's deep feeling, melancholy, emotion and worry.

2. DEALING WITH CHORUS IN THE WAY OF ANCIENT CHANTING

The way of ancient singing is the method and characteristics of ancient singing. Qin song is the singing form of ancient Chinese Qin people singing with the sound of the piano. It is the crystallization of the combination of music and poetry. "Yangguan Sandie" is such a crystallization. It is not a multi-purpose song of "filling words according to sound", but a kind of ancient song dedicated to words and music. It is simple and simple, profound and close to express the ideological feelings and artistic conception.

2.1" Drive the empty sound "processing :" Yangguan Triassic" Wang Wei original absolute poem tune can be counted as "Lingqu ", it is a smooth rhythm, single structure of the starting, bearing, turning, combined style, that concise and simple, combined with the secondary tone to form a simple, sad and sincere heart language. In view of this characteristic, I use the Tang and Song dynasties "Ling qu" singing characteristics of "drive away the virtual sound ". Drive the empty sound ", our realistic understanding is: flow with the rhyme, according to the sound, with calm and elegant voice to sing. Wang Zhenya's composition of Wang Weiyuan's poetry and paragraph chorus reflects such characteristics. The first and the second fold are singed with female voice, and the third fold is mainly female lead singer, supplemented by foil chorus. We require natural pronunciation, clear mouth, smooth air flow control, uniform, oral internal expansion can not be too large, so that the sound from the hard mouth

2.2 Treatment of "pay more attention to heavy lifting than killing": the following sentences are long and short sentences of incremental type, which can be regarded as "slow melody". The tone of Wang Wei's original sentence is measured by changing and repeating, forming a strong contrast with the original sentence. If the original sentence is the condensation of emotion, then the continued sentence is the outbreak of emotion. Therefore, there is a very large space to deal with. I will use the method of "heavy lifting and light killing" when singing "slow music" in Tang and Song Dynasties to deal with this part of chorus. This is the way to control the voice by the way of big ups and downs, strong rise and light close, slow chant to the place of feeling, chant to express the meaning, and then quickly return to deal with the speed. This part still requires that the pronunciation should be

natural and the air flow should be controlled smoothly and evenly. However, the internal expansion of the oral cavity is a little larger, and the head cavity is hung, which makes the voice bright, euphemistic and affectionate, and truly reflects the characteristics of "singing in the prosperous place". In addition, it is also required to speak clearly. According to the famous vocal music educator Professor Jin Tielin, "the prefix can be arbitrarily exaggerated in the lips and other parts, and then guide the voice to put in the channel, and the mouth will relax accordingly". The combination of "words heavy and sound light" and "words before and after" should be combined in the best state to meet the singing characteristics of piano songs. In a word, it is to sing the charm of ancient music with today's voice. Of course, this part of the "light kill" singing, but also to "drive driving empty voice" to deal with, showing the "chant to express the meaning of the rush back" characteristics.

2.3 The individual parts of the work are dealt with on the board. "Yangguan Sandie" is basically a piece of music with one board and three eyes. According to the characteristics of ancient Chinese "fold" and "Nong", "slow" and "citation", it is a free and improvised music structure based on the same music outline. I have made a 1 / 8 beat processing for the third stack of "a thousand patrols have done, the inch heart is hard to die, infinite" and the ending "from now on, two places love each other". In singing, each word is required to sing sonorously and forcefully; the treatment of speed and cavity connection is as follows: pressing gradually loose connecting the lower tune, and the intensity is appropriately decreasing. So as to achieve the charm of freedom and improvisation.

3. DEAL WITH CHORUS WITH MODERN AESTHETIC SENSE

At the same time, I combine the modern aesthetic sense to further deal with this chorus. The modern people's aesthetic requirements for chorus are extremely complex, so it is unnecessary to elaborate here. Now let's just talk about the following basic aesthetic issues to deal with. Nowadays, people's demand for the three-dimensional sense of chorus voice is becoming stronger and stronger (including mass singing activities). If a chorus's voice is handled indistinctly and flat, it will not be favored by the audience. Therefore, it is necessary to deal with the three-dimensional sense of sound.

The first is the strength of the balance. This refers to the balance of the vertical strength of the voice, which is the basic requirement of chorus. In Yangguan Sandie, when crossing guanjin for a long distance, you can't bear to leave. When you are thinking about you for 12 hours, who can do the same thing? Who can do the same thing? Who can do it like a blind date? Is the place where the melody part and the voice part are synchronized. Our treatment is not to weaken the strength of the and voice part, especially the strength of the low voice part, so as to avoid the adverse effect of top heavy weight and heavy weight, For the middle part, the balance should be adjusted up and down to make it a bridge between the high and low parts. Secondly, the balance of timbre between voice parts. The balance of timbre can not be understood as the unity of

timbre, because in chorus, there is no unity of timbre (except for Chorus), which can only be balance. Therefore, my idea of dealing with timbre is "balance". In the process of "driving the empty voice" and "lifting and killing lightly" in front of us, it is for all the related parts. For example, when the melody part uses "calm and elegant voice to sing", other parts also use the same singing method; the melody part uses "heavy lifting and light killing", and the rest parts are also true. In this way, the balance of timbre can be achieved between treble, mid tone, bass and mixed voice of male and female.

Thirdly, the unity of voice expression (Note: it is voice expression!) between voice parts. The voice expression of "three folds at the Yangguan pass" is rich in connotation and fluctuates greatly horizontally, including "implicit and elegant", "do not worry about leaving sorrow", "melancholy, emotion and worry" and "choking". The longitudinal treatment is that each voice can not express its feelings, but should be unified in the fluctuation of voice expression according to the horizontal requirements. So far, we have talked about the re creation of the introduction and the method of combining ancient chanting with modern aesthetic sense to deal with the chorus of "Yangguan Sandie". Although it is not in-depth, the practical result is that the application of these methods has basically reflected the characteristics of the chorus, including the friendship of the world, containing historical customs and highlighting the ancient sound and rhyme. Of course, it is not enough to deal with this chorus only with the above methods, but also with the treatment of harmony characteristics, voice level, structure level and climax of the work. However, this is a conventional method, so we do not need to talk about it. "No composer can accurately indicate all the details of the performance character in the score." It is because of this, the re creation of the conductor can play a wise way, and different opinions and methods will appear for the same work. However, in any case, we should not forget the historical, musical and literary details of Yangguan Sandie. As Liu Xie said, "the standard of emotion is far away, and the sound is closer.". Otherwise, they will sing the chorus "Yangguan Sandie" into a dull tune.

4.CONCLUSION

To sum up, the chorus works of "Ancient Ci and Qu" are the touchstone and an important weight to test the singing skills and artistic accomplishment of a chorus team. As a modern chorus team, we should not only strive to sing the contemporary, social and mass chorus works, but also have the responsibility to inherit, carry forward and inherit the excellent national music culture, and perform the chorus works of "Ancient Ci and Qu", so that the essence of national culture from ancient times can still shine brightly today and be passed down from generation to generation.

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Study on Implicit Ideological and Political Education in English Major Courses

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Abstract: The proposal of implicit ideological and political education points the way to the development of higher education in China. It provides a new idea for professional teaching reform. English major is aimed at the cultivation of versatile talents with all-round development. Therefore, English teachers are supposed to explore the educational value of English major courses and integrate values, life attitudes and social norms into their classes. The paper focuses on the adoption of multiplex teaching methods which help to improve the effectiveness of English classes. In this way, it is proved that moral infiltration into English major teaching is an inherent requirement and effective way to strengthen moral education and produce talents.
Keywords: Implicit ideological and political education; English major courses; Multiplex teaching methods

1.INTRODUCTION

Moral education is the fundamental task of education. The year 2016 witnessed the national conference on university ideological and political theory, which attached great importance on the improvement of the pertinence and affinity of ideological and political education. On the conference, Xi said, "Classroom instruction, as the main channel of ideological education, should be used to its full potential. All the other courses are supposed to play a role in their individual field as well as serve for ideological and political education. They should have the same target as the ideological and political course and form the cooperative effect."[1] In accordance with these words, the transformation from course resources and academic culture into ideological and political education is a crucial support for all-staff and all-round education throughout the whole process. Colleges and universities aim at the cultivation of highly qualified students, so the integration of moral education with professional course teaching is also an effective exploration of deepening the concept of ideological and political education in all courses.

2.CONNOTATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN ALL COURSES

Corresponding to Xi's words, ideological and political education in all courses has the meaning of exploiting implicit ideological and political elements in various courses, designing typical cases and applying them in classroom teaching to achieve the purpose of imparting knowledge as well as educating students and initiating them into the correct understanding of value pursuit, ideals, beliefs and patriotism. It is the connotative manifestation of ideological and political education of the course and the implementation of the idea of moral education. It takes advantages of classroom teaching, the main channel, to realize the organic integration of general courses and professional courses with moral education. It combines the knowledge instruction with value guidance, which is quite crucial for students to lay a solid foundation for their professional knowledge in the explanation and emphasis of value, and then, achieve all-round development.

3.TRAINING PROGRAMS FOR ENGLISH MAJORS

English major is aimed at the cultivation of versatile talents with all-round development. English major students are required to have solid professional knowledge, the comprehensive ability to discover, analyze and solve questions and have wonderful performance in jobs like translating, trade, teaching and administrating departments. Moreover, English majors shoulder the mission of cultural transmission, which calls for a good knowledge of Chinese culture and the actual message of English-speaking countries, sensibility to cultural differences and flexibility to deal with these differences so as to promote Chinese traditional culture and identify and introduce the essence of western culture. Undoubtedly, they can be excellent culture disseminators on condition that they have firm political consciousness and belief, have strong social responsibility and practice core socialist values.

In brief, language learning involves both language and culture. It will produce certain influence on the students' morality and value orientation. Taking the influence into account, college English teachers need to consciously guide the students into deep analysis of western values through the teaching materials in class and disentangle truth from falsehood in order to better fulfill the mission of teaching.

4.WAYS TO INTEGRATE IDEOLOGICAL AND POLITICAL EDUCATION WITH ENGLISH MAJOR COURSES

The implementation of ideological and political education in professional course teaching comprises three elements: students, courses and teachers. The basic element is the students who are guided in class and given relevant tasks to see whether this method is effective or not. Teachers, putting ideological and political education into practice in their class, are the key element. Courses, the carrier of ideological and political element, are the materials for teachers to dig out the implicit morality and infiltrate it to the students in class. That shows the process of moral integration calls for gradual study, thinking, practice and perception. The improvement of course effectiveness, therefore, can be guaranteed by the achievement of humanistic and ideological unity and the

adoption of multiplex teaching methods.

4.1 Situational Teaching Method

Appropriate teaching situation is of great help for the students' awareness of moral education in classroom activities and it is also constant motivation for them to actively practice moral behavior in their daily life. For example, Unit four Approaching Culture in Step by Step 3000 1 introduces different customs and holidays in different countries. Part C is about some holidays observed in different areas around the world, including some familiar holidays like Valentine's Day, Mid-Autumn Festival, Mother's Day and Dragon Boat Festival. In order to deepen the students' understanding of these festivals, they are divided into groups of five to rehearse a playlet concerning with the chosen holiday. In each group, one student acts as a narrator to deliver information to the other students about the plot of their playlet; the other four students are actors. After their performance, the teacher makes some comments on their playlets. Not only can it deepen the students' impression and understanding of traditional holidays both in western countries and in China, it also makes the students, through their own experience and perception, intensely aware of the importance of family and their parents' selfless love and dedication.

4.2 Heuristic Method

A heuristic method involves discovery and problem solving through reasoning and past experience. In initial stage, teachers can guide the students with their own understanding of the materials and stimulate their imagination. Later, the students should be encouraged to find the implicit meaning of teaching materials.

Here is an example from An Integrated English Course 2. Unit seven Letter to a B Student explicitly states the theme: to put a B student's disappointment in perspective by considering exactly what the grade B means and doesn't mean. In the second paragraph there are the following words "The essence of success is that there's never enough of it to go round in a zero-sum game where one person's winning must be offset by another's losing, one person's joy offset by another's disappointment. You've grown up in a society where winning is not the most important thing --- it's the only thing. "[2]

The students may have difficulty understanding the deeper meaning of the sentence. In this case, the teacher may interpret it first. After the interpretation, students are required to have a discussion about the sentence "Winning is the only thing". Meanwhile, the teacher can recommend the movie Leap, in which Lang Ping said, "you will not always win in your life, but you must try to win. The focus of this team spirit is not winning, instead, it is your effort to win even though you know you won't win. If you can do it, you are the winner because you have surpassed yourself."

The students may get inspiration from the movie and thus, shape their own viewpoint about winning which will definitely have a positive influence on their future life and work. To some degree, the learning of the text helps the students build up correct views on world, life and value, which is the realization of ideological and political education in the course.

4.3 Contrastive Method

Cross-cultural communication is one of the important aspects in language teaching. It refers to the communication between communicators from different cultural backgrounds but in the same language. To guarantee trouble-free communication, people are supposed to be well-versed in different values caused by different cultural and linguistic backgrounds. Hence, teachers should remind the students to note these differences in case of misunderstanding in their communication. For example, Unit eight My Forever Valentine recollects a series of events concerning the narrator's father, who showed profound affection for his daughter by offering her valentines on Valentine's day. Before the analysis of the text, the students guess "my forever valentine" in the title is the narrator's sweetheart, but the truth is that the valentine is the narrator's father. It is generally thought that Valentine's day is a day only for sweethearts, but the fact is that it is a day for people to send greeting cards or gifts to their sweethearts, friends as well as members of their families. Awareness of the above point can help the students eliminate cultural misunderstanding and motivate them to explore culture in different areas.

4.4 Practice-oriented Method

In-class learning as well as extracurricular practice is an auxiliary way to enhance the integrative effectiveness of morality and knowledge. Extracurricular time can be made full use of to organize some activities to consolidate the effectiveness. Every semester the students have one practice week, during which time they are required to choose one item from speech, playlet, dubbing and singing. Their performance will be graded by different teachers and then an average score will be their final score. Moreover, on the basis of the topic in the teaching materials, some contests are held to encourage the students to develop an objective and macro viewpoint about the outer world. For example, after the learning of Focus on Global Warming, What is Happiness?, and Cultural Encounters, several speech, debate or playlet contests are organized on the following topic: how to promote Chinese culture, give some suggestions as to how to solve the problem of environmental pollution, what kind of happiness should people pursue, material or spiritual? The students take an active part in these contests, which not only broaden their mind but also develop their critical thinking ability and awake their teamwork awareness.

5. CONCLUSION

Johann Friedrich Herbart, the founder of scientific pedagogy, thought the ultimate purpose of teaching is the organic combination of knowledge transference with moral education, which should be realized in teaching process. Therefore, moral infiltration into English major teaching is an inherent requirement and effective way to strengthen moral education and produce talents. As is mentioned above, the way of the implementation of moral education in English teaching class has the characteristic of diversification. This characteristic sets higher demands

on English teachers whose constant exploration and practice will guarantee the embodiment of the effectiveness of moral education through the main channel --- classroom teaching, and hence, the value of ideological and political education in English major courses can be truly perceived both by the teachers and by the students.

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How To Improve The Comprehensive Quality Of University Librarians

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Abstract: University library management is a meticulous and tedious work, but also a collection of academic, technical work. However, according to the current situation of university library management, many university librarians have the problem of low comprehensive quality, which leads to the low quality of university library management and seriously affects the long-term development of library management. This paper will discuss how to improve the comprehensive quality of university librarians, hoping to provide valuable reference for related research.
Keywords: University Librarian; Comprehensive quality; Promotion

1.INTRODUCTION

University librarians are the main body of university library management, whose quality determines the overall quality of management work. In order to ensure the quality of university library management, it is necessary to improve the comprehensive quality of university librarians, so as to avoid mistakes in management. At present, there are many problems in the work of University Librarians in our country, such as low work enthusiasm and weak service consciousness. Therefore, it is necessary to enhance the comprehensive quality of university librarians, so as to effectively improve the overall level of university library management.

2. THE PERFORMANCE AND REASONS OF THE LOW QUALITY OF UNIVERSITY LIBRARIANS

The library management in Colleges and universities mainly includes the following aspects: first, the construction of literature and information resources, such as the management, collection and maintenance of physical resources and virtual network resources. The second is circulation service, which is mainly for the collection of physical resources, network virtual resources and other literature information inquiry, transmission, borrowing and other services. On the basis of this, we should optimize the information resources and realize the sharing of information resources [1-3].

2.1 The poor quality of University Librarians

At present, the quality of the Librarians in university library management is not high, which is mainly reflected in the following aspects: first, the academic level of the administrators is low. Most university librarians are not professional management talents, and they often encounter professional difficulties in dealing with specific work, which makes it difficult to meet the needs of practical work. Second, the lack of professional skills, many universities library management personnel lack of professional knowledge and skills, the existence of a single knowledge structure, especially the computer information network technology operation ability is not high enough, can not efficiently complete the data collection, Bibliography Retrieval, information release and other work, and then affect the quality of university library management. Third, the lack of enthusiasm, many university librarians are not strong professional spirit, the main reason is that the understanding of university management is not high enough, easy to have tired of the management work, resulting in the library management work can not adapt to the needs of the development of colleges and Universities under the new situation, seriously affecting the smooth development of university library management work.

2.2 The reasons for the low quality of Librarians

The reasons for the low quality of university librarians are as follows: first, the professional recognition is not high. At present, the society generally believes that the library management work does not have a strong professional, and the recognition of the work is not high enough, which affects the enthusiasm of librarians, and then reduces the interest in learning professional knowledge. Second, the prospect of career development is not optimistic. At this stage, the career development space of university librarians is not large enough, resulting in many librarians lack of correct cognition of library management work, which also has a certain impact on improving their comprehensive quality [1].

3. MEASURES TO IMPROVE THE COMPREHENSIVE QUALITY OF UNIVERSITY LIBRARIANS

3.1 Enhance the professional awareness of University Librarians

Librarians in Colleges and universities must have a love degree and recognition of their own work. If there is no professional recognition, it will affect the enthusiasm of the work, which will lead to the quality of library management. Due to the service characteristics of university library management, every university librarian should have the service consciousness of absorbing knowledge for teachers and students. Therefore, librarians should make clear their work positioning and enhance their love for work, so as to ensure the overall quality of university library management. Only when the librarians realize the importance of management, can they play their role in the library management, manage all kinds of books and documents in the library carefully, stimulate the enthusiasm and dedication of librarians, so as to improve the comprehensive quality of University Librarians [2].

3.2 Improve the professional skills of Librarians

With the continuous development of information resources, the application range of various electronic resources is more and more extensive, and gradually towards the direction of diversification, especially the dependence of modern college students on network information technology, which makes them more adapt to the learning of electronic information resources carrier. Therefore, in this case, the library management personnel should strengthen the promotion of their own professional skills, constantly learn new network technology and computer technology, and at the same time, lay a good foundation of library management knowledge, ensure that they can have perfect basic skills, so as to meet the actual business needs of book management. In addition, the university library management personnel should change the single knowledge structure, constantly update and improve the knowledge structure, master the computer, network and other technical points, further improve their professional ability, help teachers and students to solve various consulting problems in time, so as to improve the comprehensive quality of university library management personnel, so as to improve the quality of library management [3].

3.3 Broaden the career development space of Librarians

With the development of quality education, the society has higher requirements for college education. Therefore, colleges and universities should follow the law of education and constantly expand the scale of school education construction. At the same time, they should implement the library management and strengthen the leadership of the library, so as to meet the needs of the development of colleges and Universities under the new situation. In this regard, it is very important to improve the comprehensive quality of university librarians. Only by broadening the career development space of librarians, can we effectively stimulate their own work enthusiasm, and then actively participate in the work of university library management. In order to improve the comprehensive quality of university library management personnel, the following points should be done: first of all, we should establish a sound library management system, improve the effective operation mechanism of library management, standardize the work behavior of library management personnel, and ensure that they can treat the management work with a rigorous, serious and meticulous attitude, which is conducive to the improvement of the quality of library management work. Secondly, colleges and universities should assess the librarians from various angles, such as performance, level and working ability, and attach importance to the comprehensive quality of librarians, so as to effectively stimulate their enthusiasm for work. Third, it is necessary to reasonably arrange the library management posts, scientifically and reasonably allocate the librarians, so as to ensure that each post can arrange the most suitable person, and finally realize the healthy development of library management in Colleges and universities.

4.CONCLUSION

In order to promote the long-term development of university education, we must pay attention to the construction of university library management, strengthen the improvement and improvement of university library management, so as to meet the needs of the development of colleges and Universities under the new situation. Among them, the university management staff is the key to the university library management work, and its quality and ability determines the overall quality of university library management work. Therefore, it is necessary to stimulate the enthusiasm of the library management personnel, constantly enhance their love for the work, optimize the work of the library, and then provide effective guarantee for the healthy development of the university library management work.

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On the Application of New Media in Dance Teaching

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Abstract: Dance is an art with many types, and each type of dance has its own unique artistic aesthetic characteristics. In recent years, many colleges and universities have set up dance major. With the students' parents paying more and more attention to the cultivation of students' interests and hobbies, various dance training institutions have gradually emerged in the society. In dance teaching, with the increase of dance categories, the dance knowledge is constantly changing and upgrading. Therefore, in order to enable students to fully master the basic knowledge of dance, it is necessary to change the traditional teaching mode and constantly innovate the teaching mode. At present, new media can adapt to the innovation and development of dance field. This paper analyzes and discusses the application of new media in dance teaching for reference.
Key words: New media; Dance teaching; Application

1.INTRODUCTION

Dance is an expression of emotional narration with the help of body language. It is an important artistic pursuit of people in social life. Through the expression of dancer's body, it reflects the dance theme, edifies the audience's sentiment, and makes the audience be affected by emotion in the process of watching the dance performance. So the current dance professional or dance training institutions are popular with the public, but there are some problems in dance teaching. At present, in order to cultivate more dance professionals, it is necessary to change the current teaching situation and innovate teaching mode, such as using new media technology to skillfully integrate with dance teaching, so as to improve the quality of dance teaching, and then enhance the dance art self-cultivation of dancers.

2. PROBLEMS EXISTING IN DANCE TEACHING AT THIS STAGE

2.1 The traditional dance teaching mode ignores the cultivation of students' creativity

The traditional dance teaching mode is still affected by exam oriented education. In the teaching process, teachers explain the basic theory to students and then carry out practical exercises, ignoring the cultivation of students' cognitive ability and creative ability to dance, resulting in students' passive learning and lack of creative thinking in dance learning.

2.2 The teaching conditions of traditional dance are outdated

At present, only a few schools use multimedia equipment for dance teaching, most schools are lack of dance facilities, and some dance teachers have traditional dance concepts, so they lack innovation spirit in teaching mode.

3. OVERVIEW OF NEW MEDIA AND DANCE TEACHING

The combination of new media and dance teaching refers to the extension of traditional dance teaching, combined with the practice of new media, media communication art and the technical advantages of new media to create the teaching form of "new media dance". In this teaching mode, a new platform for audio, video, culture, art or film and television network works is established. After the emergence of new media dance, the United States A dancer once held a new media dance party, which successfully promoted the integration of new media technology into stage art.

4. THE APPLICATION OF NEW MEDIA IN DANCE TEACHING

4.1 Establish a scientific and reasonable new media dance teaching system

Under the background of national innovative education concept, the school has established a scientific and perfect new media dance system to realize the innovative teaching of dance major, and then improve the quality of dance teaching. In the process of new media dance teaching, we should pay attention to the practice based teaching mode, take students as the main body, and increase the extension teaching of dance culture and art knowledge, so as to improve students' understanding ability of dance.

4.2 Integrating new media technology into existing dance teaching

To establish a scientific and reasonable new media dance teaching system, the existing dance teaching work should be integrated into the new media technology. In the teaching process, the new media technology combined with audio, video, culture, film and television work resources should be used to integrate with dance, so as to stimulate students' interest in dance learning.

4.3 use new media technology to realize real-time interaction between teachers and students

In the process of traditional dance teaching, it is easy to be affected by the curriculum arrangement of other disciplines, which results in students being affected in dance training. By using new media technology, the problem of limited curriculum is solved. Teachers upload dance teaching resources to the cloud, while students can use mobile devices to learn teaching resources in their spare time, and make use of new media platform to make use of them Teachers can also conduct online real-time guidance for students, and through offline learning, students' autonomous learning awareness is also cultivated.

4.4 improve the dance teachers and students' new media

dance teaching literacy

The key to improve the quality of new media dance teaching lies in the innovative change of teaching mode and teaching concept of dance teachers. Therefore, dance teachers should first change their educational ideas, use diversified teaching modes, take new media dance teaching as the main teaching task, constantly strengthen their own dance and information technology level, so as to improve the comprehensive quality of we media dance teaching Ability. Through this new teaching mode, students should strive to learn dance knowledge, increase practice opportunities, improve their understanding of dance, and achieve innovative changes in the connotation of dance [2].

5. THE SIGNIFICANCE OF NEW MEDIA DANCE TEACHING

At present, the country is implementing innovative education mode, and the integration of dance teaching with new media technology is the innovation of dance teaching mode, which is the result of responding to the call of national education policy. The specific performance is as follows:

5.1 Improve students' enthusiasm for dance learning

The application of new media in dance teaching enriches the teaching mode, changes the situation of limited curriculum in traditional teaching, and uses diversified teaching mode, so that students can fully grasp the action principle of dance, and in the dynamic teaching demonstration, students can associate and create dance itself, so that they can make dance through their own cognition and understanding of dance Dance itself produces a unique emotional expression.

For example, in the teaching of national dance, taking Mongolian dance as an example, first guide students to imagine the dance characteristics of Mongolian dance, imagine that they are in the vast grassland environment, create the situation of Mongolian grassland with new media technology, insert Mongolian song materials, and let students imagine the bold and free dance posture of Mongolian people under the light music rhythm under the new media technology environment, just like the students themselves Dancing in the Mongolian grassland environment. Through this teaching mode, students not only understand the internal meaning of various types of dance, but also can effectively grasp the cultural characteristics of different nationalities, and stimulate students' interest in dance learning [3].

5.2 Various and dance teaching modes provide convenience for students' learning

The birth of new media dance teaching makes a variety of teaching modes present in front of students, and can have positive communication and interaction with dance teachers, which provides convenient conditions for students to practice dance in their spare time. Moreover, the use of new media technology can also integrate dance resources, improve the level of dance knowledge of teachers and students, and then significantly improve the quality of dance teaching.

5.3 Through various kinds of dance teaching with new media technology, students can stimulate their creative thinking ability and choose dance categories based on learning interest

There are various types of dance, so the expression of dance is also different, such as light and soft, cheerful and enthusiastic. Through the new media dance teaching, students have a unique view on dance, and strengthen their own thinking and creative consciousness. At the same time, students can find the suitable dance type in the diversified dance types according to their own dance interests.

6.CONCLUSION

To sum up, the innovation of dance teaching mode must rely on new media technology. In the teaching process, we should make full use of the technical advantages of new media, create diversified teaching situations, fully stimulate students' interest in dance learning, and conduct new media dance teaching guided by students. And teachers should constantly improve their dance level and information technology level, improve the quality of new media dance teaching, and then help the innovation and development of dance major.

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Exploration Of "Cloud Training" Teaching Mode of Warehouse Management Practice Course

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Abstract: The teaching effect of practical training class is related to the improvement of students' professional skills, which may have a significant impact on students' examination. However, in practice, there are many problems to be solved. This paper mainly studies the related content of "cloud training" teaching mode of warehouse management practice course, analyzes the practical training problems of warehouse management practice course, and discusses the thinking of dealing with the practical training problems of warehouse management practice course. This paper studies the means of teaching mode construction, discusses the implementation of practical teaching mode of warehouse management practice course, in order to improve the teaching level of warehouse management practice course.
Keywords: Warehouse management; Hardware design; Work order guidance

1.INTRODUCTION

Cloud training refers to the use of advanced technology, digital teaching resources are used as a part of teaching. Teachers put forward suggestions on teaching tasks, evaluate and timely respond to students' practical training process. Students can choose appropriate resources according to their learning tasks and personal needs, and adjust them according to teachers' opinions, so as to better achieve the goal of technical education. Students are not only users of resources, but also producers of resources, which means that teaching based on the consistency of teaching materials will be transformed into personalized teaching based on resources. With the progress of education and information technology, the integration of education and information technology has greatly promoted the construction of practical teaching mode of warehouse management practice course. For a long time, the construction of teaching resources is the basic work to realize education informatization. In the past, the construction and management of teaching resources need a lot of energy to update and maintain them. And the independent development of colleges and universities, there is no unified teaching resources sharing platform. At the same time, due to the inherent diversity and complexity of teaching resources, different developers have different understanding of teaching resources, which leads to the establishment of many attributes. Therefore, the teaching resource model with unclear classification boundary greatly increases the difficulty of teaching resource management. In the era of deep integration of the Internet and big data, it has been the

development goal to improve the information management of teaching. As the core part of warehouse management, warehouse management determines the overall operation and capital flow of enterprises. However, the traditional storage mode can not meet the production requirements of multiple varieties, batches and short delivery period in the market. The application and development of stereoscopic warehouse is imperative. It is an important means for enterprises to truly master the key technology of management of three-dimensional warehouse. The original training teaching content is not well combined, the training content needs to be closely linked with the actual business, the knowledge and skills taught show a certain lag, do not grasp the forefront of the industry development content, leading to students' understanding of the status quo of deviation. Warehouse management requires recording all kinds of commodity activities in the warehouse, so that users can clearly grasp the inventory status of the warehouse at any time. In the past, pure manual management is not suitable for the rapid development of the information age. The database design method is used to design a small warehouse management system to replace the traditional manual management mode. Warehouse management requires to record all kinds of goods in the warehouse, such as outbound and warehousing, so that users can clearly grasp the inventory of the warehouse at any time, so as to better serve the company. The warehouse management departments of many small and medium-sized enterprises in our country are used to the previous manual statistical mode for warehouse management. The backward means often lead to low efficiency and high error rate. In order to understand the inventory situation, it is necessary to conduct regular inventory. In case of miscellaneous inventory, it is time-consuming and laborious to say nothing, and it is easy to make mistakes; as the inventory situation can not be understood in detail at any time, the demand information can not be transmitted to the company's purchasing department in time. With the vigorous development of information technology and computer industry, information automation management technology is constantly applied to various industries. More and more companies have begun to try new management mode, and warehouse management as the main business of the company, more need for high efficiency, low labor cost management. The overall goal of this course is to enable students to be competent for the work of warehouse management after they go to work, cultivate the students' potential to develop to a higher

level of warehouse management, and be able to study independently and carry out innovation and entrepreneurship practice.

2. ANALYSIS ON PRACTICAL TRAINING OF WAREHOUSE MANAGEMENT PRACTICE COURSE

The practical training problem of warehouse management practice course shows that it restricts the actual training of teachers, and the application of electronic technology is more operational. In the larger class, a variety of practical situations make it difficult for teachers to properly handle, and teaching problems are often ignored, which makes some factors restricting students' learning in class not be solved in time, and grow like a snowball, which in turn leads to students' weariness and seriously affects the quality of teaching. The decentralization of practical education resources and teachers in schools is another problem of curriculum practice training. The teaching preparation group has rich resources, but each group is scattered, which makes it difficult to achieve balance and unity, and lacks a good platform for integration and allocation of resources, which leads to a sharp decline in the utilization rate of resources, no mutual checks and balances, and no optimization and replacement mechanism. It is difficult for educational resources to give full play to the teaching value. In the current training environment, it is difficult to monitor and record the scattered teaching feedback and teaching quality evaluation in the past, and can not scientifically evaluate the actual training process of each student. Education management is weak and it is difficult to adapt the education process to the current conditions. Therefore, it is inevitable that scale education is difficult to achieve accurate management, and it is also difficult to realize individualized education. Students' mastery of knowledge is quite different, and students' teaching needs are also different. However, the existing teaching forms have contributed to polarization.

3. THINKING ON THE PRACTICAL TRAINING OF WAREHOUSE MANAGEMENT PRACTICE COURSE

The main problem of practical training is the word "decentralization". There are many students and classrooms scattered in the classroom, and teachers' resources are stored on personal computers and disks. Education cannot be effectively shared and utilized, and educational achievements are backward. The evaluation of the actual training of each student does not meet the requirements and can not meet the training needs of each student at the same time. Overcoming these challenges and problems will require a revolutionary improvement of the existing training equipment. This paper designs a scheme that combines the advantages of the existing equipment, and integrates the old independent electronic practice training tools and multimedia equipment into a new workbench. In order to better integrate equipment and resources, the creation of innovative technology requires a new "Internet plus" approach to create innovative practice training systems and to achieve cross boundary integration of software and hardware. Through

the personal learning space in the digital campus to provide services to the digital resource platform, in order to carry out rapid learning in cloud training.

4. CONSTRUCTION OF "CLOUD TRAINING" TEACHING MODE OF WAREHOUSE MANAGEMENT PRACTICE COURSE

4.1 Hardware design of teaching mode architecture

To establish a cloud system based on warehouse management technology, we should consider the limitation of practical conditions. We can only study and design the preliminary model of the system, and gradually optimize the system to establish a comprehensive logistics storage system. The system equipment mainly includes RFID electronic tag, handwriting and reading equipment, radio station, wireless network switch, computer and server design. It uses a small intelligent logistics vehicle specially handling goods. There is a black circular track on the ground, and there are several or more collection points and destinations around it. The track and the vehicle can automatically classify the goods with RFID tags and transfer them to the corresponding destinations to complete the whole process of warehousing and transportation.

4.2 Software design of teaching mode architecture

Learning and learning experiment platform software is developed with G language and Lab View software, including the following modules: data search section, basic data section, access section, warehouse section, inventory section, door lock management section, engineering section and information technology section. In addition, there are personnel management, information management analysis, goods management and human resource management. File system is established in an open development environment, called loading platform material management system. It has system parameters, analysis of product parameters, material control, inventory warning functionality. In the material management system based on bookshelf, the window contains three material control, configuration and auxiliary menus. The material control menu includes material control and inventory warning. The configuration menu includes material parameters and system parameters. The corresponding windows can be found in the menu.

5. PRACTICE OF "CLOUD TRAINING" TEACHING MODE OF WAREHOUSE MANAGEMENT PRACTICE COURSE

5.1 Virtual demonstration of stored program

Teachers use the storage system of virtual simulation technology to simulate the actual operation of shelves, loading and unloading, electronic screening, replacement, transportation and other aspects, and allow students to watch each operation through real images and three-dimensional simulation, complete the experimental grouping, and the students carry out the field test in the actual environment, and complete the storage in the whole test process. In addition to training students' basic skills, it also helps them understand the functions of each employee, including receiving, checking, loading and

unloading, grading staff, etc., and understand the basic inventory method, inventory forecast method, ABC classification method of consumer goods, and the method of grading inventory. It includes goods storage, pallet scanner, forklift business, bookshelf business, manual confirmation, refueling business, and repository business. As far as the operation simulation of storage facilities is concerned, there are various storage facilities, including various types of storage equipment, including shelves, pallets, roof forklifts, detonating platforms, loading and unloading equipment, manual hydraulic forklifts (Toros), forklifts with extended arms, side forklifts, brake forklifts, etc. The transportation equipment includes roller conveyor, conveyor belt conveyor, chain conveyor, AGV and autopilot. School funding is limited, only part of the purchase of equipment. Students can accept on-the-spot teaching with low-level and convenient equipment according to the specific situation and within the scope of training conditions. The teachers can show the high difficulty equipment which has not been purchased to the students through the virtual simulation system, so as to improve the students' interest in learning warehouse knowledge and their emotional experience.

5.2. Simulation supermarket purchase

Most of the school logistics training is limited by space and funds. It is difficult to implement the supermarket chain store purchasing procedure in the training room. Virtual interactive teaching can solve this problem well. Through the virtual simulation system, the teacher clearly shows the actual purchasing process of the supermarket, that is, "purchase application - purchase review - delivery - receiving - vehicle transportation - supermarket unloading", and explains to the students the problems to be considered in various procurement links, such as buyers, suppliers, shippers, etc. Students carefully observe and focus on the experiment, take turns to undertake different purchasing functions, and understand the whole purchasing process. Through virtual simulation teaching, students can apply knowledge to the operation process of the system, and through collective cooperation, clear the business skills and responsibilities of each employee, and cultivate team spirit. As for the simulation of spatial storage arrangement, the virtual operation simulation system can display the modern storage area, including storage, classification, processing, pallet, packaging, office, etc., and can simplify the area layout and area calculation. The organization of the operating procedures can be demonstrated through the stereotyped demonstration, so that students can combine the cost and reality, plan knowledge, verify through the virtual simulation system, and finally choose a more reasonable scheme, so as to improve the management efficiency of the business activities of the joint system. At the same time, the application of virtual simulation system in space allocation storage has practical value for the design of enterprise storage or logistics center.

5.3. Application of work order guidance, construction of training guide

Within the framework of the existing teaching mode, a new form of computer education is adopted, which makes the teaching tradition based on special teaching materials change into the teaching form based on digital resources, and transition to computerization. In the work order guidance, the guidance of the worksheet enables students to have a clear operation guide during PRA training, and forms a small assistant in the system application program, which is a kind of connection between students and students and between teachers and students. Under the function of system operation teaching, students can obtain evidence about operation scale, digital resource link, operation object, method and evaluation standard. Work is a way of self-study for students, providing students with self-study and personalized learning opportunities. Digital teaching resources are well used in the teaching process of practical training platform. For a specific practical training project, the corresponding digital teaching resources are developed, including micro videos of knowledge management, common misunderstandings, theoretical analysis of students and some typical operational knowledge. Students can use the resource search function of resources and help platform according to their own knowledge level, select the knowledge and skill operation required for learning, and educate and cultivate students to respect students' personality, so that students can learn more independently.

5.4. Pay attention to the cultivation of students' professional skills

"Learning platform" is the application of the function of timely evaluation of feedback from "cloud training" platform. Teachers can monitor the performance of each student's skills and provide guidance, and provide timely feedback and evaluation. The large screen broadcast system greatly improves the students' ability to deliver information in a timely manner to all students in the form of video and video broadcasting. When students make mistakes, teachers can correct them. Click the button to get the results of the relevant indicators. It is easy to provide a chart to illustrate the actual evaluation situation, and visually review the results and deficiencies of technical training. The real and real-time recording of each student's homework process not only provides data analysis basis for teachers to evaluate students' ability, but also provides important data for analyzing and studying students' skill learning process. The simplified management means ensure the orderly operation of the system, establish a timely and effective training system, and effectively use the training mechanism of school textbooks, so that teachers can fully grasp the methods used in school textbooks. Simplify the training room management system to maintain training facilities and carry out teaching and management activities based on standard 7S equipment and environment. The integration of digital resources is the core of the joint system. The orderly and effective resource management of the system is very important. The system divides the resources into multiple projects, and indicates the resources related to a certain project, which are listed in the project catalogue together with the classification of resources and the achievements achieved.

6.CONCLUSION

To sum up, with the support of cloud platform, students get self-study help through vocational oriented education mode. The website helps to evaluate students' learning process in class by storing, statistics, analyzing and evaluating data about students' learning process and academic performance through cloud server. Under the background of equal classroom teaching resources, a teaching mode has been initially formed, which has personal characteristics and is effective in a wide range of data environment.

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The Dilemma and Countermeasures of Rural Economic Development from The Perspective of Rural Revitalization Strategy

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Abstract: Since the reform and opening up, China has made great achievements in promoting the integrated development of urban and rural areas and the integrated development of urban and rural areas. However, due to the weak infrastructure and many historical debts, China's rural development has lagged behind the urban development for a long time, and the imbalance and uncoordinated contradictions between urban and rural development are more prominent. From the perspective of Rural Revitalization Strategy, we must strive to accelerate the great development of rural economy, and effectively promote the integration and coordinated development of urban and rural areas, which undoubtedly has important strategic significance for building a well-off society in an all-round way and accelerating rural revitalization.
Key words: Rural Revitalization Strategy; Rural economic development; Dilemma; Solution

1.INTRODUCTION

As a developing country with a population of more than 1.4 billion and a rural population of more than 800 million, accelerating the development of rural economy and coordinating urban and rural development is always an important strategic and overall task in the process of China's socialist modernization. Especially since the reform and opening up, China has insisted on putting the problem of agriculture, rural areas and farmers in a more prominent position, continuously increasing the policy of benefiting and assisting agriculture, and the rural economy has achieved sustainable development. However, compared with the urban economic development, the rural economic development is still very backward, which has become a prominent short board restricting China's building a moderately prosperous society in an all-round way We will continue to strengthen the coordination of urban and rural development.

2. THE DILEMMA OF RURAL ECONOMIC DEVELOPMENT FROM THE PERSPECTIVE OF RURAL REVITALIZATION STRATEGY

2.1 The development of rural financial service system is relatively backward

Agricultural and rural issues have always been the fundamental issues related to the national economy and people's livelihood. However, with the proposal of Rural Revitalization Strategy and the current development of rural economy, the lack of financial services for rural economy, especially the development of rural real economy, has gradually emerged. Therefore, the 19th National Congress of the Communist Party of China also put forward higher requirements for financial service departments, emphasizing the need to deepen finance System reform has effectively enhanced the ability of financial services to the rural real economy, but the current financial services between urban and rural areas are still not very balanced, the financial and monetary policies to support the development of rural economy tools are still relatively single, the construction of rural financial organization system is not perfect, the innovation of rural financial products and services is insufficient, the direct financing channels in agricultural areas are still relatively narrow, and the rural financial ecology The environment is not good enough, and so on. The ability of rural finance to promote rural economic development and Rural Revitalization and promote the integration of urban and rural development is relatively weak.

2.2 The number of leading enterprises in agricultural industrialization is small

The leading enterprises of agricultural industrialization are the important backbone and driving force of rural economic development and rural industrial development [2]. In recent years, with the continuous introduction of national support policies for rural economy and the continuous introduction of various policies and measures, the development of agricultural industrialization leading enterprises has made great progress. At present, there are more than 90000 leading enterprises in agricultural industrialization in China, and the number of national leading enterprises has reached 1542 At the same time, compared with foreign developed countries, the number of agricultural industrialization leading enterprises in China is still small, and their role is not big enough. In the future, it is necessary to promote the development of leading enterprises in agricultural industrialization Keep working.

2.3 The construction of rural information service system is relatively insufficient

Agricultural informatization has strong vitality in promoting the transformation and upgrading of rural economy. Agricultural informatization mainly uses information technology to transform and upgrade agriculture, effectively broaden the operation space of agricultural market, improve the efficiency of resource allocation, and then accelerate the structural reform of agricultural supply side, which is an important support for accelerating agricultural modernization and rural

economic development. This year's Central Document No. 1 also clearly pointed out that we should vigorously develop the agricultural information service system, put forward more specific and explicit requirements for the construction of agricultural information infrastructure and the application of agricultural information technology. But what we should see is that in recent years, the rural information service system has been accelerating, and the integration of online and offline has been accelerating. However, there is still a ratio of infrastructure construction. The great potential of informatization in promoting rural economic development and Rural Revitalization needs to be further explored.

3. THE DIFFICULTIES AND SOLUTIONS OF RURAL ECONOMIC DEVELOPMENT FROM THE PERSPECTIVE OF RURAL REVITALIZATION STRATEGY

3.1 Accelerate the construction of rural financial service system and enhance the ability of financial service to rural economic development

To vigorously promote the development of rural economy and boost the revitalization of rural areas, a large amount of funds need to be continuously invested, which is an urgent problem to be solved in the current rural economic development and better meet the needs of Rural Revitalization. Therefore, the relevant departments of the state should further speed up and improve the system construction of financial services for rural economic development, encourage and support all kinds of development oriented and policy oriented financial institutions, explore financial supply channels and methods suitable for the characteristics of rural economic development, vigorously develop the mortgage free and guarantee free inclusive financial products for the vast rural areas, and give priority to the rural credit cooperatives and rural commercial banks And small and medium-sized financial institutions, such as rural banks, play an important role in helping and invigorating agriculture, encourage them to sink the service focus, develop diversified service products, and build a characteristic rural financial service system.

3.2 Actively cultivate and develop agricultural leading enterprises

Agricultural leading enterprises are the organizers and promoters of rural industrial chain, which have unique advantages in promoting agricultural economic development. Governments at all levels, especially at the provincial and municipal levels, should actively introduce relevant policies, focus on scientific and technological innovation as the guide and market demand as the guide, and speed up the cultivation of a number of agricultural industrialization leading enterprises with greater influence and competitiveness in the region; they should continue to strengthen the pace of infrastructure construction, support the construction of production base infrastructure of leading enterprises, and effectively promote the development of scale of farmers Agricultural leading enterprises themselves should actively promote their own standardized production, carry out the certification work of quality management system and pollution-free agricultural products certification, constantly speed up the pace of scientific and technological innovation, introduce advanced production and processing equipment, and effectively enhance the leading role of agricultural industrialization leading enterprises in playing a radiation role and leading the regional agricultural economic development process.

3.3 Further speed up the pace of agricultural informatization construction and promote the development of rural economy

Facing the new situation of current informatization development, the state should actively accelerate the development of agricultural informatization and effectively boost the development of rural economy. On the one hand, we should vigorously strengthen the infrastructure construction of agricultural informatization, promote the planning and construction of informatization in agricultural production, circulation and consumption, and make up for the shortcomings of infrastructure. On the other hand, we should focus on strengthening the policy supply of agricultural informatization construction. Therefore, we should aim at the latest development of agricultural informatization, strengthen the financial guarantee, especially the information support for the backward and remote areas. At the same time, we should give the corresponding tax relief and financing preference to different types of agricultural information products and services Policy, constantly promote the pace of agricultural informatization development, tap the potential of agricultural informatization in promoting rural economic development.

4.CONCLUSION

In a word, it is of great significance to accelerate the supplement of the outstanding shortcomings in the process of China's rural economic development, strive to promote the transformation and development of rural economy, and ultimately help the development of urban and rural integration in China. The national level and governments at all levels should actively strengthen the rural financial service ability, expand the leading enterprises of agricultural industrialization and promote agricultural informatization, so as to effectively promote the rural economic development and effectively boost the Rural Revitalization.

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Discussion on The Role of Enterprise Culture in Logistics Enterprise Management

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Abstract: Corporate culture plays a very important role in the development of logistics enterprises, which can effectively improve the management ability of logistics enterprises. Therefore, in the logistics enterprise management work, we must explore the value of enterprise culture, give full play to the role of enterprise culture, and make the physical enterprise management work more effective. This paper briefly discusses the role of corporate culture for logistics enterprise management, and analyzes the relationship between corporate culture and logistics enterprise management, hoping to provide support for the construction of logistics enterprise culture and promote the further development of logistics enterprises.

Key words: Corporate culture; Logistics enterprise; Management; Role; Exploration

1.INTRODUCTION

In the process of management, logistics enterprises should start from the objective laws, scientifically apply management knowledge and corporate culture, scientifically allocate human resources and other resources, avoid resource waste as much as possible, and control the cost within a certain range to create more economic benefits while meeting the development goals of logistics enterprises.

2. THE ROLE OF CORPORATE CULTURE IN LOGISTICS ENTERPRISE MANAGEMENT

Corporate culture is one of the main components of social culture, and it is the expression of spiritual concepts. It is very important for the further development of logistics enterprises. It can make the operation and management activities of logistics enterprises more standardized and promote the development of enterprises.

2.1 Enterprise culture is the reflection of logistics enterprise spirit

From a certain point of view, corporate culture can determine whether the logistics enterprise management can be carried out smoothly, and it can also be understood that the attitude, behavior norms and values of employees in enterprises will be affected by corporate culture. The construction of corporate culture can make all employees in the enterprise unify their goals, work more united and take the initiative to work. They are full of love for the enterprise, consciously cooperate with the work of management staff, and strictly restrict themselves in accordance with relevant norms, so as to effectively improve the management ability of enterprises. In addition, corporate culture will have an impact on the decision-making, planning and system establishment of logistics enterprises.

2.2 Corporate culture represents the external image of the enterprise

Logistics enterprise culture plays a very important role in the establishment of enterprise brand image. From the current enterprise culture can be found. The management ability of the management, the attitude of the employees to the work, and the quality of the products produced represent the image of the logistics enterprise in the outside world, which is the intangible assets of the logistics enterprise, and has great advantages for the development of the logistics enterprise [2]. From the perspective of modern management concept, enterprise spirit refers to the spiritual pursuit of all employees of logistics enterprises. It can show the main idea of logistics enterprise operation and development, and from a certain point of view, it can determine the future development direction of logistics enterprises. Therefore, the staff of logistics enterprises should give full play to their role and provide support for the formation of logistics enterprise culture, so as to enhance the overall strength of enterprises and obtain better development.

2.3 Corporate culture can provide employees with common goals

The foundation of enterprise culture is to shape the enterprise culture smoothly. Corporate culture is a kind of soft management measures, which is different from the internal rules and regulations of the enterprise. It mainly relies on some emotions to influence the thinking and working attitude of employees, so that the employees can work more regularly and uniformly, and show the collective strength to provide support for the development of logistics enterprises.

3. THE RELATIONSHIP BETWEEN ENTERPRISE CULTURE AND LOGISTICS ENTERPRISE MANAGEMENT

Logistics enterprise culture plays a very important role in the development of logistics enterprises, which can determine the economic benefits of logistics enterprises to a certain extent. Promoting the development of corporate culture can make enterprise management more efficient and high-quality, and promote the long-term development of enterprises. The operation and management of enterprises will also have an impact on the development of corporate culture, and the two can be related and interact with each other. The development of logistics enterprise culture is closely related to the management carried out by logistics enterprises, which can promote the development of enterprises, create more economic benefits and enhance the management ability

of enterprises.

3.1 Recognize the important role of logistics enterprise culture construction

Logistics enterprise culture can provide power for the stable development of enterprises and create a working atmosphere. A good logistics enterprise culture can have an impact on employees, so that employees can restrain themselves in the process of work, carry out work more standardized, give full play to their own potential and enthusiastically put into work [3]. Corporate culture can provide spiritual support for the development of logistics enterprises. It can not only provide support for the management of enterprises, but also make the internal members of enterprises more united and work together for the same goal. In addition, after the development of logistics enterprise culture is mature, it can also provide support for the innovation and development of enterprises and meet the needs of sustainable development of logistics enterprises.

3.2 Connect the development plan of the enterprise with the logistics enterprise culture

Culture exists in different types of enterprises. When logistics enterprises carry out cultural construction, the key is to analyze whether the culture of logistics enterprises is mature. If logistics enterprises want to develop, they must have mature corporate culture as support. This is mainly because the logistics enterprises need to implement the planning after they have formulated the plan. If the employees lack the enthusiasm for work, it is likely that the planning can not be implemented and can not play a role. The logistics enterprise culture can guide the employees and make them have enthusiasm for the work they need to carry out. After the formation of logistics enterprise culture, it needs to develop with the development of enterprises. If, after the implementation of the new rules and regulations, there is no innovation in the corporate culture, and the traditional corporate culture is still used as a guide, it is likely to lead to the smooth implementation of the new rules and regulations, which, in a sense, limits the further development of logistics enterprises.

3.3 Create a brand new entrepreneurial culture

The key content of logistics enterprise culture is entrepreneur culture. If logistics enterprises want to build a better corporate culture, they must have high-level entrepreneurs as support. The characteristics of logistics enterprise culture are mainly affected by entrepreneurs. From a certain point of view, it also determines the future development direction of enterprises. Therefore, the logistics enterprises should establish correct cultural concepts and improve the ideological and moral quality and cultural accomplishment of the managers of logistics enterprises.

In the process of establishing the logistics enterprise culture, the enterprise management staff has a very important role. If the internal culture of the enterprise does not conform to the thinking of the managers, it is likely to lead to confusion in the process of the work of the enterprise staff, which is not conducive to the formation of the enterprise culture. It is likely to lead to the lack of cohesion, like a pack of scattered sand, the enterprise can not occupy the advantage in the competition Potential [4].

4.CONCLUSION

According to the above analysis, with the improvement of China's opening to the outside world, the economy and society have developed rapidly, and the market competition is becoming increasingly fierce. The comprehensive national strength plays a very important role. In this case, logistics enterprises in the process of development, should flow forward bravely, give full play to the role of culture, enhance management strength, innovate logistics management methods, and improve the brand awareness of goods enterprises. Therefore, logistics enterprises must pay attention to the enterprise culture, do a good job in the construction of enterprise culture, and ensure the long-term and stable development of logistics enterprises.

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Research on the Reform of Integrated Employment Guidance Curriculum System Based on Service Outsourcing in Qingdao Huang Hai College

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Abstract: Since 1990s, service outsourcing has become a new international economic growth point. In recent years, the first-tier cities began to actively undertake service outsourcing business, but the software part supporting service outsourcing, namely, professional quality education, has been ignored. This paper introduces the reform of "employment guidance for college students", one of the courses of cultivating professional quality education in Qingdao Huanghai University, which effectively solves the problems existing in the professional quality of service outsourcing students, and improves the employment competitiveness of students.
Key words: Service outsourcing; Professional quality; Employment guidance

1.THE PROBLEMS OF PROFESSIONAL QUALITY OF SERVICE OUTSOURCING STUDENTS

With the rise of service outsourcing, colleges and universities have gradually joined the service outsourcing related majors to cultivate relevant talents. However, colleges and universities pay attention to this kind of business, but ignore the cultivation of College Students' professional quality. According to the statistical survey, most of the students have weak professional consciousness, and they will not take the initiative to design career planning, nor do they have the plan to actively exercise their professional quality. They lack professional dedication, which is listed as the primary lack factor of students by enterprises. Economic and social development, the blending of Chinese and Western cultures, have some negative effects on college students. They advocate pleasure, poor willpower, poor patience, can't bear hardships and stand hard work, can't stand setbacks, can't be wronged, and take the level of treatment as the standard of choosing jobs. The emergence of these problems makes professional quality education imminent. And one of the courses of cultivating professional quality education, the course of "employment guidance for college students" needs to adapt to the development of the times, in order to better assist service outsourcing.

As a general course, the employment guidance course in Colleges and universities generally has the problem of general education course, that is, employment guidance is a general guidance, which does not achieve the precise guidance of the deep integration of specialty and employment. Many teachers do not have the actual work experience of enterprises, so they don't know what talents the enterprises want, so they can't combine enterprise students well. Even some colleges and universities directly set the employment guidance course to watch online video without offline guidance, so the employment guidance course is superficial and superficial, which directly leads to the college students' career outlook, career choice view, employment skills and professional competitiveness can not meet the requirements of enterprises. Based on this, Qingdao Huanghai university has carried out reform and innovation on the course of "employment guidance for college students", creatively put forward the "six two four" specialized integration mode, which has achieved the effect of customized disciplines, specialty and individuals, hoping to escort the service outsourcing.

2. THE CURRICULUM SYSTEM REFORM OF QINGDAO HUANGHAI UNIVERSITY ON THE BASIS OF SERVICE OUTSOURCING

Qingdao Huanghai University gives full play to the advantages of independent innovation and flexible mechanism of private colleges and universities, actively explores new teaching mode, and creatively explores an innovative employment guidance system with the integration of industry, learning, research and application, and the integration of study, specialty and employment, so as to effectively solve the problems of superficial employment guidance and rough guidance Effectively improve the students' professional quality and employability.

2.1 "624" is a special "six"

Teachers of innovation and Entrepreneurship Education College of Qingdao Huanghai University, using many years of practical experience in enterprise human resource management, summed up the job search vividly as "six passes", that is, "six modules", and recorded it as an online course "job hunting bravely breaking through six barriers" on the course Alliance platform of Shandong colleges and universities, and achieved good results. Only in the first semester of 2020, there were 42 More than 40000 college students selected courses on a large scale, which contributed to the employment under special circumstances during the epidemic period.

They are cognition, information, material, interview, rights and interests and probation. The first step is to guide students from four aspects: the importance of

employment, the advantage of employment policy, the misunderstanding of employment and the severity of employment situation, so as to stimulate students' confidence and desire for employment, and eliminate their misconceptions about employment, such as fear of employment and escape from employment, non big cities, non majors and non system And shows the seriousness of the employment situation, hoping to arouse students' ideological attention, so as to achieve the purpose of Ideological and political courses. Second, the main way to avoid the waste of time is to combine the "information" with the common employment channels. The third is to teach students how to write application materials, including cover letters and resumes. In this paper, combined with the needs of the enterprise, from the perspective of enterprise HR analysis, which aspects of the application letter and resume that the enterprise most hope to see, so as to achieve targeted, increase the accuracy and hit rate of job hunting. The fourth level of interview, mainly from the preparation before the interview, the interview to deal with and after the interview tracking and successful decision-making four aspects of analysis, hope that students master the general interview skills and professional interview skills. The fifth is about rights and interests. It mainly aims at the frequent labor disputes in enterprises and teaches students how to use labor law to protect their rights and interests. The sixth level of probation, mainly for the analysis of the probationary period of students, teach students how to successfully spend the probation period, so as to really start their own career.

2.2 "Two" of "six two four" special integration

"Two" refers to the two levels of online courses. The first level is the online course level "six barriers for job hunting". Through the operation of the first level, the employment guidance course has solved most of the common problems encountered by students on the way to job hunting and improved their job hunting skills. However, there are also common problems faced by general courses: employment guidance is superior to employment guidance On the subject and specialty, the teaching object does not look at the specialty and the discipline, which makes the guidance line of the employment guidance course more rough, does not go deep into the discipline, and is not fine and accurate

enough. In order to make employment guidance more professional, more refined and more personalized with temperature guidance, the team created the second online course, that is, level 2 of the online course, "accurate job hunting, turning stone into gold". Based on the first level of "six barriers for job hunting", each level is divided into general education module and subject module. The general education module is to solve the problem of students' common problems For the problem of generality, the subject module divides the subjects into four series, namely engineering, business, art and preschool education. The subject module is from the perspective of discipline and specialty, to solve the problems that college students may encounter in the discipline and major on the way to job hunting, as well as the aspects that should be prepared, so as to achieve "stone" into "gold", and deeply tap the advantages of each student.

3. THE EFFECT OF THE CURRICULUM SYSTEM REFORM OF THE "JUNE 24" PROGRAM ON THE INTEGRATION OF EMPLOYMENT GUIDANCE

After the reform, online courses have received nationwide attention. Through research, the satisfaction is as high as 90%. The integration of offline classroom ideological and political education has also played a good role. Through the feedback of previous graduates, the skills learned are indeed applied to the workplace and are well received by enterprises.

In short, the reform of the employment guidance curriculum system based on the "June 24" professional integration of service outsourcing in Qingdao Huanghai university is a bold exploration to deconstruct and solidify the thinking mode and actively construct the effectiveness improvement system. Its innovation lies in the deep integration of general job-hunting skills and disciplines, ensuring that "every student is an elite", not missing a student, not giving up a student, which well caters to the development of service outsourcing, pushes talent training to the extreme, and shows its own effective education characteristics.

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An Analysis of The Aesthetic Characteristics in Latin Dance

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Abstract: Latin dance is loved by people because of its unique artistic and sports charm. Based on the body aesthetic feeling and dance aesthetic feeling of Latin dancers, this paper analyzes the aesthetic elements of dancers' body shape, posture, posture and dance movements, skills, styles and arrangements, so as to let everyone know more about the sport and arouse everyone's enthusiasm for sports.
Key words: Latin dance; Aesthetic characteristics; Sports

1.INTRODUCTION

Latin dance is the perfect combination of sports and art. It has strong entertainment and sociality. It can not only satisfy the performance desire of performers, but also satisfy the creative appreciation desire of appreciators, which is conducive to enhance temperament and cultivate sentiment. Studying it is of great practical significance to promote the development of Latin dance [1-8].

2. RESULTS AND ANALYSIS

2.1 Display of physical beauty of Latin dance

2.1.1. The curvilinear beauty of dancers

Body shape refers to a person's body structure type and the state shown to others. The curve beauty of Latin Dancer's body shape refers to that the dancer has a symmetrical, coordinated body shape and beautiful body curve. Curve, usually refers to the female body concave and convex. In Latin dance, female dancers are hot and concave and convex, while male dancers' curves focus on showing the body-building sense of muscle curves. The basic practice of Latin dance can help dancers shape more beautiful body curves. In the process of muscle tightening, thigh straightening and crotch rotation, muscles in various parts of the human body are mobilized, and male Latin dancers are trained day after day Her figure is strong and flexible, and the figure of Female Latin dancers is hot and moving. When the strong physique of the male dancer and the gentle and hot posture of the female dancer dance together, it brings the audience a different aesthetic experience.

2.1.2. The stretching beauty of dancer's posture

Latin dance is a display of physical beauty. First of all, it is necessary to maintain a beautiful posture. Latin dancers in the flexible body movements to maintain a good head, chest, waist, belly posture, bring the audience a sense of fitness, agility, let the audience feel the posture of each action aesthetic feeling.

Secondly, Latin dance is a dance mainly for two people, and the stretching and beautiful posture should be created by both partners. In the Latin dance performance, the beautiful figure and posture of female dancers can attract the audience's attention most. To a certain extent, the graceful body shape and posture of female dancers rely on the guidance of male dancers. Male dancers give the correct "framework" to help and guide female dancers to fully extend their body and show themselves. In this way, the space can be maintained and the space can be created Beauty.

2.1.3. Emotional beauty of dancers

"Spirit" refers to a person's spiritual and ideological activities, "state" refers to the embodiment of a person's facial posture, while the so-called "manner" refers to the expression of emotional content in people's eyes and facial expressions caused by complex and changeable emotional activities in people's hearts. The expression of dancers is not very natural and moving, but to experience the emotional experience and emotional expression brought by music. Through the understanding of music, dancers will naturally make the corresponding body language and facial expression. Therefore, in Latin dance performance, the dancer's manner needs to combine the dancer's personal personality characteristics with the emotion and music style of each dance.

2.2 The embodiment of the beauty of Latin dance

2.2.1. The beauty of dancing

The beauty of the action itself. First, after a long period of practice, dancers have good flexibility, speed, balance and strength. When they skillfully show these movements, they need to bring a kind of skillful and steady beauty. Secondly, the dance movements of Latin dance usually contain certain emotions and emotions, which is a manifestation of the unity of form and meaning. The body movements of dance are combined with music and expression to create the beauty of artistic conception of dance. Third, the appreciation beauty brought by the space-time changes of dance movements. Latin dance competition or performance requires constant adjustment of body movements and timely change of step size in the continuous direction transformation, so that it can not only match the change of movement direction, but also unify the whole body movement. Its smoothness and continuity can bring the audience a feeling of spatial change and smooth beauty.

2.2.2. Professional beauty of dance skills

The representative techniques and techniques of Latin dance can make the audience feel its professional beauty. The technical movements of Latin dance mainly include the following: first, the fast and rhythmic spring technique on the basis of maintaining the dancer's body balance; second, the twisting and swinging technique of hip and waist and abdomen; third, attention should be paid to the coordination of the waist span part, which can be described as a center and hub of the whole body

movement of Latin dancers, and the cooperation of two people's waist cross part must be reliable and accurate Fourth, the technique of double partner cooperation. The "internal force" generated by the tacit cooperation of two Latin dance partners is the basis for creating a beautiful posture. This requires the dance partner to maintain a moderate gesture resistance. When the two hands of the dancer are together, the "resistance" can be generated when the two sides of the dancer are together. The two partners can transmit information to each other by virtue of this resistance, and at the same time, the appropriate resistance can also maintain the posture and avoid loose deformation; secondly, the dancing partner should keep the posture and avoid loose deformation In the body guidance, the female dancers' movements are slightly slower than the male dancers, but they should be consistent when the movements are finally fully presented.

2.2.3. Diversified beauty of dance style

Professor Tian Maijiu, a scholar, pointed out that style refers to the technical system of athletes, which can be obviously different from other athletes, forming a relatively mature and fixed sports performance characteristics. In Latin dance, the diverse beauty of dance styles felt by the audience is reflected in the different style characteristics of five Latin dances on the one hand, and the strong personal style beauty of different dancers on the other hand.

2.2.4. The beauty of choreography

In the Latin dance performance, the arrangement of the whole set of movements starts from the beauty of the dance form, so that the audience can feel the beauty of the arrangement of the Latin dance and the beauty of the smooth and harmonious dance. Firstly, the beauty of the choreography of the dance structure is reflected in the design of the connection between the single movements. Since the former action of the dancer should be taken as the beginning of the later action, the natural fluency of the connection amount will be fully considered in the design; secondly, the arrangement of the dance structure is reflected in the comparison between the movements;

thirdly, the beauty of the choreography of the dance structure is reflected in the individual performance of the dancer Long.

3.CONCLUSION

Latin dance combines art and sports together. The physical beauty and dance beauty of Latin dancers make the audience feel the beauty of Latin dance itself. In order to strengthen the aesthetic beauty of Latin Dance: firstly, it is suggested to strengthen the relevant theoretical research on the aesthetic characteristics of Latin dance; secondly, it is suggested that the dancers should strengthen the basic skills practice; thirdly, it is suggested that the dancers give full play to the beauty of their personal style.

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Realization of Education and Teaching Informatization In Volleyball Teaching Design of Colleges and Universities

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Abstract: Under the background of the rapid development of Internet technology, information technology has been widely used in the field of education. More and more new teaching modes have emerged, such as micro class, MOOC, flipped classroom, mixed teaching, etc., which promote the reform and innovation of teaching mode, and realize the modern information teaching. In this paper, the author analyzes and discusses the informatization of College Volleyball education and teaching, aiming to stimulate students' interest in learning, enrich teaching content, provide effective guarantee for the improvement of college volleyball teaching quality and efficiency, and lay a solid foundation.
Key words: University; Volleyball teaching; Informatization

1.INTRODUCTION

Volleyball teaching plays a key role in College Physical Education and is an important part. However, in the traditional college volleyball teaching, due to the influence and limitation of many factors, the students' Volleyball level is stagnant, and the volleyball teaching has lost its significance. In order to effectively improve the quality of volleyball education and teaching in Colleges and universities, this paper takes modern information technology as the carrier, aims to fully mobilize the enthusiasm of students through the realization of volleyball education and teaching informatization, realize the innovation of volleyball teaching mode, and lay a solid foundation for the improvement of Volleyball Teaching quality in Colleges and universities in China.

2. THE POSITIVE INFLUENCE OF VOLLEYBALL EDUCATION AND TEACHING INFORMATIZATION IN COLLEGES AND UNIVERSITIES

2.1 Promote the technical level of students

In the process of Volleyball Teaching in Colleges and universities, the application of information technology can achieve the innovation of teaching content dissemination mode, stimulate students' sense of hearing and visual experience, and help students to quickly understand and remember volleyball knowledge, so as to improve volleyball learning efficiency and promote students' technical level to a certain extent. In addition, the application of information technology can help students sort out a more complete knowledge structure, so as to build a perfect theoretical knowledge system of volleyball, and deepen their learning and understanding.

2.2 Promote students to master difficult movements

Volleyball Teaching in Colleges and universities involves a lot of difficult movements. In traditional volleyball teaching, teachers are generally used to demonstrate. Students can explore their own fields by watching the movements. However, it is difficult for demonstration teaching to let every action in the field of students take the lead, which leads to low learning efficiency of students and is not conducive to the promotion of the overall teaching level of volleyball [1]

。 In the process of the application of information technology, the use of modern teaching methods such as micro lesson, multimedia and other modern teaching methods can let students observe the essentials of each action through slow motion play, multi angle play and replay, so as to effectively reduce the difficulty of students' learning, and ensure that students can master high difficulty movements in a relatively short time.

2.3 Realize the development of students' comprehensive ability

Based on the background of quality education, the content and goal of Volleyball Teaching in Colleges and universities have changed. In the current college volleyball teaching, not only students are required to master the knowledge and skills, but also to promote the cultivation of students' comprehensive quality and ability, so as to realize the comprehensive development of students. Through college volleyball education and teaching, students' ability to find and solve problems can be truly improved, and the cultivation of students' independent thinking ability can be realized. However, the traditional teaching methods obviously can not meet these teaching objectives. In the construction of education and teaching informatization, the application of information technology can strengthen the interaction of teaching. Teachers can find students' problems and put forward guiding opinions at the first time. Through the production of micro class video frequency, it can better help students to find and fill the gaps, and then effectively promote students in the imperceptible The improvement of comprehensive ability.

3. THE SPECIFIC APPLICATION OF EDUCATION AND TEACHING INFORMATIZATION IN COLLEGE VOLLEYBALL TEACHING DESIGN

3.1 Theoretical teaching of education and teaching informatization

In the process of Volleyball Teaching in Colleges and universities, theoretical knowledge plays a very

important role, and it is also the basis of learning volleyball well. In the traditional volleyball teaching, teachers generally use the way of oral teaching to instill the rules, characteristics and referee methods of volleyball into the students. In the face of more complex and abstract theoretical knowledge, it will hit the enthusiasm of students to a certain extent and affect the teaching effect [2]. In the process of application of information technology, the more abstract theoretical knowledge can be presented with the help of vivid imagination of video. Through watching the video, students' understanding of theoretical knowledge can be strengthened, and the efficiency of volleyball teaching can be significantly improved, which can provide effective guarantee for later volleyball learning.

For example, in the process of explaining the causes of common injuries of volleyball players, teachers can make use of the micro lesson videos made by teachers in advance, so that students can show their theoretical knowledge in front of students by observing the 3D version of sports injury animation video, and can also intersperse sports injury events in recent years, which can help students establish a sense of safety and avoid sports Dynamic injury.

3.2 Technical teaching of education and teaching informatization

In the technical teaching, the application of information technology can help teachers to decompose the volleyball action technical points such as blocking, passing and dunking, which can effectively help students master the action essentials of volleyball, and help students to make their volleyball technical movements more standardized and standard in the process of volleyball learning.

For example, when learning spiking in volleyball teaching, teachers can first use multimedia technology to show the technical action essentials of spiking to students, and let students guess the trajectory of Volleyball in different take-off heights and directions, so as to increase the interactivity of volleyball teaching, guide students to learn and think independently, and then the teacher will make different directions and different directions After that, we can understand the spiking and spiking to the students.

3.3 Tactical Teaching of education and teaching informatization

In the process of Volleyball Teaching in Colleges and universities, teachers should pay more attention to practical teaching. Only in practice can we verify the theory and realize the improvement of volleyball teaching effect. Practice training is also the main way to impart tactical knowledge. The use of information technology to innovate practice training can promote students to deepen the mastery of tactical knowledge [4].

For example, in volleyball teaching, teachers can play the latest classic match of Volleyball World Cup. Students are divided into several discussion groups. The tactics used in the video are discussed in groups, and the sub tactics are used as the basis of confrontation between groups. This kind of competitive practice can stimulate students' desire to challenge and lay a solid foundation for the improvement of their volleyball actual combat level.

4.CONCLUSION

To sum up, in college volleyball teaching design, the realization of education and teaching informatization can stimulate students' subjective initiative to the greatest extent, enrich teaching content, innovate teaching mode, better help students understand and master the key points of volleyball technology, and provide an effective way for the improvement of students' volleyball technology level and the realization of teaching objectives. Based on this, in order to give full play to the value and role of college volleyball teaching, lay a solid foundation for the overall development of students.

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The Cultivation of Mental Health in The Ideological and Political Education of College Students

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Abstract: With the deepening of quality education, in the new era, the implementation of Ideological and political education is emphasized in all stages of education in our country, and college students are about to enter the society to participate in work, they need to have rich knowledge reserves, moral literacy is also very important for them, so mental health is very important for college students. Therefore, the implementation of mental health education in Ideological and political education is also an important task of college education. This paper first expounds the current situation of Ideological and political education of college students, and then discusses the benefits of mental health education for college students' Ideological and political education, and puts forward personal opinions.
Key words: Mental health: College Students: Ideological and Political Education

1.INTRODUCTION

With the advent of economic globalization, while people are satisfied with their material life, spiritual civilization also has a huge impact. College students are in the transitional stage of entering the society. As the reserve force of our country in the future, the correct values of humanistic quality are necessary, because it not only determines their future development and life, but also ensures our society Will be stable.

2. THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

2.1 Functions of Ideological and political education for College Students

The ideological and political education of college students belongs to the ideological, political and moral norms in school and society. It is the inevitable demand for them to participate in social life and work to carry out moral education purposefully and planned in the stage of colleges and universities. The ideological and political education of college students has certain characteristics, for example, it must have a goal, because the purpose of education is not in the compulsory category, but has the traction ability. In fact, whether to accept or not depends on the heart of college students. In the ideological and political education, reasonable guidance of college students can enable them to establish a common goal, which is to participate in the work around the development and construction of the country and the mentality of repaying the society, and correct some mistakes in their ideological goals in time, so as to establish a correct outlook on life, world outlook and values. In addition, in the ideological and political education of college students can also exercise their firm will, this is not, this is not born, but through the day after tomorrow's education and imperceptibly formed, which is also the essential quality of college students. Will can let a person in the face of difficulties have the spirit of perseverance, and even if encounter setbacks will not be defeated. But in the process of actual education, the psychological status of college students is still common, there are many problems, which need teachers to find and solve in time.

2.2 Problems of Ideological and political education of College Students

At this stage, college students have basically formed independent thinking, and have their own views on many things, so when carrying out ideological and political education in universities, we must have clear guidance, because in reality, many things are not predictable, we must experience before we can do it ourselves, so indoctrination teaching is not effective Fruit. For mental health in the ideological and political education belongs to a kind of invisible, so often teachers will ignore it, but it is essential in the education of students, and need a certain traction and guidance. In the process of continuous learning and growth of college students, all aspects of ability are brought to you in practice, but the ideological and political education of college students often stay in a stage, and some teachers in the process of education teaching methods are very simple and tasteless, so the ideological and political education of college students is not very effective. Nowadays, the ideological and political education of college students is very lack of psychological education penetration, in fact, in this period, college students have formed a fixed consciousness, and their behavior will also be affected by their own consciousness. However, there are still two problems that teachers can't pay attention to in terms of thinking and politics, because they can't separate the two aspects of thinking and politics. What's more, it has been proved in practice that the psychological fluctuation of college students is greatly influenced by their thoughts, so only by connecting the two can we explore their role [2].

3. MENTAL HEALTH EDUCATION IS BENEFICIAL TO THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

3.1 Connotation of mental health education

College Students' mental health education is mainly

based on the characteristics of their psychological development. In the process of using relevant education methods, it can cultivate college students' psychological quality and enable them to face study and life with correct values. Only in this way can we cultivate their high quality and high quality, and it is also an inevitable way for comprehensive talents. And the way of psychological health education college students accept is mainly consciousness and thinking and language, which will be accompanied by their psychological growth, and achieve a certain guarantee effect.

3.2 The role of mental health education in Ideological and Political Education

Mental health is an important part of Ideological and political education, which requires teachers to analyze the actual situation of students in all aspects, and then carry out targeted education to enable them to establish correct life values. The direction of education is from the personality, psychology and intelligence and other aspects, different college students have different psychological conditions, so psychological education should be different from person to person, so as to achieve the maximum education effect. On the other hand, mental health education in Ideological and political education is not a supplementary content, can be said to be a kind of practice, although the two education direction is different, but they are the same in response. Moreover, psychological education affects the life-long life and development of college students. It is not only reflected in Ideological and political education, but also can promote the harmonious development of college students. Due to the importance of mental health education in municipal education, the university must have a clear psychological education plan when carrying out teaching, which can be attached importance to by school leaders, subject teachers and students. College students should not lose themselves in the diversified social background. Secondly, it is necessary to combine more people with positive energy in the society, so that college students have the right example to pursue, rather than blindly pursue some negative factors. In addition, colleges and universities should regularly carry out some activities related to traditional culture or positive energy, so as to enrich college students' extracurricular life, and shift their attention to beneficial things, so as to produce the consciousness of working hard to serve the society and the country in the future [3].

4.CONCLUSION

To sum up, the mental health education in the ideological and political education of college students can not be completed in a short time. First of all, the school should attach great importance to the development of curriculum and cultural construction in all aspects. Secondly, teachers can plan the direction and way of education according to their own teaching experience and knowledge reserve, and carry out targeted education combined with the actual situation of college students, so as to achieve high quality of mental health education. Finally, college students, they need to study actively under the influence of teachers and schools, and establish a healthy psychology, have the goal and pursuit, so as to lay a good foundation for future learning and development.

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A Study on The Intellectual's Ideological Reform Movement in The Early Days of The People's Republic of China

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Abstract: In the early days of the founding of the people's Republic of China, the Communist Party of China established the guiding position of Marxism ideology as the main body, and proposed that the masses of all walks of life should adapt to the requirements of the new era and new development through political study and ideological transformation Some reforms and reforms were hindered by a small number of intellectuals. Therefore, the ideological reform movement of intellectuals became a key part of the exploration of socialist modernization during the period of the founding of the people's Republic of China.
Key words: Intellectuals; Ideological transformation; Movement research

1.INTRODUCTION

uring the founding of new China, the Communist Party of China realized that the majority of the masses did not set up the proletarian ideology and were not familiar with the thoughts of Marx and Engels. Although the old exploiting class has been eliminated, its ideology still stays in the old society. In order to help them establish the proletarian ideology, the Communist Party of China first began to reform some intellectuals with culture, and gradually established the idea of serving the people mainly by the people. Establish a proletarian world outlook.

2. THE BACKGROUND OF THE IDEOLOGICAL REFORM MOVEMENT OF COLLEGE INTELLECTUALS IN THE EARLY DAYS OF THE PEOPLE'S REPUBLIC OF CHINA

2.1 The domestic background of intellectuals' Ideological Transformation in the early days of the people's Republic of China

There are reasons for any political movement. In order to establish the Empire, unify the characters, burn books and pit Confucianism, and unify the cultural construction, Emperor Wu of Han Dynasty "deposed 100 schools of thought and respected Confucianism only". Chairman Mao established Marx's leading position in ideology. The new thought has been established, but Marxism will not automatically become the mainstream thought of people. We must fight against it to achieve the ultimate goal After victory, the party's intellectuals became the main force in promoting the ideological reform movement. In the early days of the founding of the people's Republic of China, the chairman held the Third Plenary Session of the Seventh Central Committee, which laid down a clear strategic line and action program for the party's work during the three-year economic recovery period. It is pointed out that the central task of this period is to fight for the basic improvement of national finance. The basic policy is to unite all forces that can be united as much as possible, strike at the main enemies at present, do well in land reform, adjust industry and commerce, and reform the old culture. In order to complete the new construction in the early stage of the country, we must get the support of workers, peasants, small industrialists and national assets However, due to historical reasons, the number of unemployed workers and intellectuals increased, the fear of some members of the industrial and commercial class and some comrades mistakenly believed that the main object of struggle was capitalism, which hindered China from embarking on the road of socialism with Chinese characteristics [1]. Because the intellectuals themselves have the conditions for comprehensive transformation, and they play an important role in creating and accumulating the spread of culture, the intellectuals who have studied abroad and worked in China for a long time have become the main candidates for this reform.

In the early days of the founding of new China, cultural and educational undertakings were in full swing, and the system of cultivating talents in schools was increasingly improved. The old-fashioned education could not adapt to the present development. The reform was imperative. In 1951, the Party Central Committee promulgated the decision on reforming the school system, which provided theoretical basis for the reform. The executors of the reform were intellectuals, but the main component of intellectuals in the period of the founding of the people's Republic of China was the knowledge of the old times Most of them have the knowledge background of studying abroad. They have been working in the old society for a long time. They have different opinions about the new society and new regime proposed by the founding of the people's Republic of China. Some intellectuals have a serious prejudice against the Communist Party and the government, and they have great illusions about the "democracy" of the United States. Although the chairman wrote a white paper on the five reviews repeatedly admonished these intellectuals, they are deeply rooted in the old ideas and it is difficult to change them The reason is that during the period of democratic revolution, the Communist Party carried out ideological transformation on intellectuals, adopted the policy of unity, education and transformation, entrusted important tasks to the famous representative figures of intellectuals, provided living subsidies to the intellectuals left over from old China, allocated appropriate work, gave better economic

treatment, solved their living problems, and studied abroad They are called on to return to work and give them some political status[2].

2.2 The international background of intellectuals' Ideological Transformation in the early days of the people's Republic of China

After the Second World War, the United States established the hegemony of the world currency dominated by the US dollar. With a piece of green paper, the economy of all countries in the world was pulled into America's pirate ship. Then, with democratic and harmonious values, the United States carried out sanctions and strikes against the underdeveloped countries. At that time, the United States became the most important force on the world stage. The so-called foreign imposition also foreshadows interference in other countries' internal affairs. Because only the Soviet Union with rapid development of heavy industry could compete with the United States at that time, the United States began to find ways to curb the development of the Soviet Union. The introduction of Truman Doctrine in 1947 marked the cold war between the United States and the Soviet Union. The purpose of the cold war was to contain communism, stabilize capitalism and dominate the world. Under the background of the cold war between the United States and the Soviet Union, the European community was formed and Japan became an economic power. In order to get rid of the control of the United States and the Soviet Union and avoid being involved in the struggle of great powers, the third country started the non aligned movement, and stepped onto the stage of history with independent force, impacting the bipolar pattern. After the reform and opening up, China's international status has been improved day by day. At that time, China began to implement the socialist system, and the United States began to implement its China policy. The strategic focus was shifted to Japan and began to contain China's development. American officials in China began to "brainwash" intellectuals who yearned for freedom. The chairman began to strongly criticize this phenomenon and called on the whole country The people discard these unrealistic illusions and clean up the bad ideas of advocating beautyp[3]. Due to the intervention of the United States, the Communist Party of China began the "one-sided" strategy and took a negative attitude towards the position of the United States as the leader. The establishment of the ideological status with Marx as the main body has carried on the ideological construction to the pro American intellectuals.

3. ACHIEVEMENTS OF INTELLECTUAL TRANSFORMATION

For the transformation of intellectuals, China began to set up colleges and universities on a large scale, and carried out the courses of materialism and new democracy. The reform began at Peking University. In order to respond to the call of the state, all the faculty and staff armed themselves with the chairman's thought and Leninism, organized and purposed teaching to intellectuals, so that they can fully understand the Chinese revolution and system, and change from the old ideas. Now, it is to serve the people and give priority to the people. In this way, an ideological movement in the literary and artistic circles has been set off. It can be seen from practice that the reform has achieved great success. Most people have abandoned the old burden, changed their position, accepted the new ideological trend, abandoned the thought of belittling farmers, and began to make new changes and add wisdom and courage to the development of the times.

4.CONCLUSION

The purpose of the reform is to accept a new ideological and cultural movement. From ancient times to the present, every dynasty will experience a new ideological movement. Only in this way can the country become more prosperous. In the early days of the founding of the people's Republic of China, the victory of resisting U.S. aggression and aiding Korea, land reform and suppressing the counter revolutionary movement were all inseparable from the guidance of new ideas. In addition, the revolution needs intellectuals, who are the spiritual wealth of the country. The intellectual ideological reform movement in the early days of the founding of the people's Republic of China is a complex historical event. We should not only see its mainstream side, but also its negative influence. Generally speaking, this movement meets the requirements of intellectuals're learning and the needs of the country.

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A Study of the Influence of Indian English Accent and Preparation on Student Interpreters

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Abstract: In actual interpreting activities, interpreters often encounter English speakers with accents. Indian English, because of its unique pronunciation characteristics, has become a typical example of many English accents. On the basis of previous studies, this paper analyzes the influence of Indian accent and pre-translation preparation on student interpreters by case study. It is found that Indian English accent not only causes the difficulty of speech recognition, but also affects the interpreter's short-term memory and coordination ability, which aggravates his psychological burden. Based on this, this paper puts forward countermeasures for the above problems: correct attitude, widely contact with different English accents and the improvement of corresponding knowledge reserve. This study can help students interpret Indian accents, which is helpful for English peers and fans to pay attention to the influence of Indian accents in interpretation.
Keywords: Indian English accent; Interpretation quality; Preparation before interpretation; Degree of an accent

1. INTRODUCTION

Under the background of economic globalization and the rapid development of market economy in various regions of China, there are more and more international trade and business activities, and the demand for English interpreters is increasing, especially for application-oriented English interpreters. However, at present, the English interpreters trained by colleges and universities in various regions may not meet the market demand, so the contradiction between supply and demand is gradually increasing. Therefore, it is of great practical significance to find out the causes and problems of the gap between the training of English interpreters and the social needs, and to adopt targeted strategies.

1.1 Research purpose

Interpreting is a kind of language behavior. Through six years or even longer learning
in middle school, college students have mastered the relevant English language knowledge and acquired certain language skills. They have the language foundation for interpreting training, but they are still unable to master the language. The most obvious is that their oral English is generally poor. This has something to do with the fact that college English majors generally pay more attention to language input than language output, and the imbalance of language input and output leads to the inability to translate but express correctly.

As an international language, English has a wide audience. In the actual interpretation
work, it is inevitable to encounter a variety of English accents, some of which may even
greatly affect the interpretation process. When it comes to accents, the first thing we should know is what is "accented English"? In fact, everyone speaks English with their own accent, and there is no English without an accent. However, generally speaking, "accented English" or "foreign accented English" refers to an accent different from that of a native speaker, but this definition is not very accurate. English native speakers also have accents that are difficult to understand. Therefore, the next part of this paper will take the Indian English accent as an example to analyze the difficulties brought by accented English to Chinese student interpreters and the corresponding strategies.

1.2 Literature review

In China, relevant studies include *The Influence of Speaker's Accent on English-Chinese cross Communication and Coping Strategies* (Zhao Chun, 2014), which analyzes the impact of Indian accent on English-Chinese cross communication from two aspects of accuracy and completeness respectively, and puts forward coping strategies. *The Impact of Variation of Regional English on English-Chinese Interpretation: An Experimental Study of Variation of Indian English Pronunciation* (Ma Chunhua, 2014), taking Indian English as an example, discusses the impact of the output of consecutive translation on timeliness, fluency, accuracy and completeness. *The Difficulties Brought by Accented English Speech to Interpreters and Their Coping Strategies* (Wang Wendi, Wang Mengqi, 2010) pointed out that English with a heavier accent will bring difficulties to interpreters' listening comprehension.

However, most of the existing studies take accent as a whole object, and most of the scholars have come to the conclusion that Indian English pronunciation has its own characteristics. However, there is little research on the specific impact of Indian English on interpretation quality. In view of this, this paper adds some new ideas. Up to now, the domestic and foreign researches on strategies to deal with the influence of regional variation English on interpreting practice are relatively concentrated on pre-translation preparation, while the researches on strategies in interpretation are less, so this paper also adds some analysis on strategies in interpretation.

2. FEATURES OF INDIAN ENGLISH ACCENT

Hindi, the native language of Indians, belongs to the language with the same Pinyin and spelling. How to write in writing can be directly spelled out orally, without using other phonetic symbols to guide pronunciation in addition to the written form, and Indians like to transcribe English pronunciation with their local words. Many English

dictionaries in India apply local words to mark pronunciation instead of International Phonetic Alphabet (IPA), which further reflects their behavior of using native language speech system to send English pronunciation.

2.1 Development history of Indian English

When it comes to Indian English, one of the unavoidable topics is the unique accent in Indian English. To find out the reason, we have to briefly summarize the development history of India. India is the largest country in the South Asian subcontinent. In the course of its historical development, the Mughal Empire as the last dynasty, its decline gave the British colonists an opportunity. While India's various states were still fighting among themselves, the British had established the East India Company in India in 1600, which opened the British colonial era in India. After a century of development and expansion, the Army established by the East India Company and the Mughal Empire broke out in the Battle of Plassey in 1757, which ended in India's defeat and colonization.

As early as the early days of colonization, Britain had moved the idea of infiltrating and reforming Indian education. The British government proposed to create a new class to promote the western style all India education, and then through these "translation" between Britain and India to carry out English education. At first, they encouraged the use of English, and then they chose Indians who were already proficient in English to serve the British colonial government. After nearly two centuries of British colonial rule, India's use of English has developed into its own standard English system under the dual influence of colonial history and native language. In 1947, India broke away from British colonial rule and became independent. As one of the symbols of national unity, though Hindi is its mother tongue, if Hindi is regarded as the only official language of India, it will cause turbulence. Therefore, after 15 years of criticism, English has been officially established as the official language of India. At present, Hindi and English are both the official languages of the Indian government. So far, Indian English has formed a distinctive Indian English in the influence of Indian history and culture. However, this unique Indian English also adds a lot of difficulties and challenges to interpreters. One of the basic requirements of interpretation is "accurate". Therefore, it is of great significance to study Indian English accent to improve the quality and level of interpretation.

India and China have been in contact for a long time. Both countries are one of the four ancient civilizations, and India's northeast borders China. In recent years, the development trend of both countries has become good, and their international status has been significantly improved. From the ancient silk road to the Belt and Road Initiative today, the two countries are destined to communicate. It can be imagined that the importance of interpretation work in the communication between China and other countries lies in the shortage of high-quality interpreters. Naturally, the task of training high-quality interpreters falls on the shoulders of universities in China. Indian English, as a typical non-native English accent, is an indispensable experience for Chinese student interpreters in the learning process. Moreover, India is the second most populous country after China. This also shows that the accent problem of Indian English is not small, so it will appear frequently in the actual interpretation work. All of the above are the inevitable challenges for Chinese interpreters. Therefore, this paper will gradually analyze the characteristics of Indian English accent, understand the specific problems brought by Indian English accent to explore the differences between Indian English and received pronunciation (RP).

2.2 Pronunciation features

First of all, in the eyes of many Indians themselves, they speak English fluently. In fact, Indians speak English with a strong accent and fast speed, which is difficult to understand at first sight. English is the official language of India, as long as the educated can speak English fluently, so speaking is definitely faster than that of non-English speaking countries, which is related to the speech rhythm they have formed for a long time. The speech rhythms of Indian speaking English belong to the syllabic timed rhythms, rather than the stress timed rhythms commonly used by native English speakers.

There is not much difference between Indian English pronunciation and standard English pronunciation in monophthong, and the difference is mainly reflected in diphthong.

2.2.1Differences in monophonic:

2.2.1.1 Due to the influence of native language, there is basically no difference in / ʌ / and / ə / pronunciation when Indians speak English. While / ə : / and / ə / when pronouncing / ə : / tends to / ə /.

2.2.1.2 / A: / there is no difference between the pronunciation and standard English, but if there is a letter "r" in the word, "r" should be pronounced in Indian English.

2.2.1.3 / ɔ : / and / ɔ / short vowels are used in Indian English / ɔ /, and / ɔ : / is also read as /a:/ in India.

2.2.2 The difference between diphthong:

2.2.2.1 There are no / eɪ / and / əʊ / in the Indian pronunciation system, but / e:/ and / o: /, although the diphthong are long, they are shorter than / eɪ / and / əʊ /. In some articles, / e: /, / o: / in Indian English, the last syllable is shorter than / e / and / o/.

2.2.2.2 Diphthongs in Indian English / aɪ /, / au /, / ɪ /, / ɪ /, / ɪ /, / eə /, / ʊə/.

2.2.3 Consonants: Indian English consonants are characterized by voiceless consonants.

2.2.3.1 In standard English, gingival bursting /t /, / d / in Indian English, it is a rolling tongue bursting [t], [d].

2.2.3.2 In standard English, the interlaminar / θ / and / ð / in Indian English, the gingival burst [t] / [t] and [d] / [d].

2.2.3.3 This is due to the fact that there is no inter gingival sound in the native language of Indians, but there is gingival burst.

2.2.3.4 [r] no fricative or flicker, but trill. It sounds like / l /.

For example, when they say "I am thirty", it sounds like "I am dirty", because the pronunciation of "thirty" is confused with "dirty". (WA DIM=WHAT TIME)

3.RESEARCH METHODOLOGIES

3.1 This study mainly answers the following two questions:

3.1.1 What is the effect of different degrees (light, moderate and severe) of Indian accent on the interpretation quality of student interpreters?

3.1.2 What is the effect of preparation on the quality of interpretation when none of the students is familiar with the Indian accent?

3.2 Preparation before experiment

In order to ensure the accuracy and objectivity of the experimental results, the variable factors are controlled in accent degree and preparation. In the whole experiment, five texts are selected, three of which are light, medium and heavy Indian English accents, another medium Indian English accents and a standard English accent.

The participants of this case study are two English majors from our college, who have been studying interpretation for one semester and have some basic knowledge and ability of interpretation.

3.2 Experiment process

3.2.1 Experimental preparation stage: to test the interpretation level of the two student interpreters. The result of the test shows that the two student interpreters have the same level of interpretation.

3.2.2 Experiment 1: the participants were tested for their accents. There were three interpreting activities of Indian English accent, which were light, medium and heavy, and none of them had seen the corpus before participating in the experiment. In the experiment, the two interpreters are required to record their own interpretation notes. After the corpus is played, the interpreters are given three minutes of preparation time to interpret and record synchronously according to their notes. After the recording, the participants are given ten minutes to sort out the text version according to their own interpretation record. Based on the participants' notes, recordings and transcribed texts, the researchers assessed the participants' interpretation quality.

3.2.3 Experiment 2: test the preparation of the participants. Select a medium difficulty Indian English accent corpus, and inform one interpreter of the general content of the corpus and the related cultural background in advance; keep unknown to the other interpreter.

4. DISCUSSION AND MAJOR FINDINGS

4.1 Results of Experiment 1: after three interpreting tasks, two student interpreters were scored on the recording and text. According to the final results, it was found that the influence of slight Indian English accent on student interpreters was not significant, while when the degree of Indian English accent reached medium or above, the interpretation performance of two student interpreters decreased significantly. In addition, the completion degree is too low in the test of interpreting with strong Indian accent.

4.2 Results of Experiment 2: in the fourth interpretation task, due to the different preparation of the two student interpreters in the face of the corpus with strong Indian English accent, combined with the final interpretation results of the two students, the following conclusion is drawn: under the premise of medium Indian English

accent, the overall performance of the prepared student interpreter is better than that of the unprepared student interpreter. In the process of interpretation, the overall fluency and timeliness of the prepared student interpreter is better than that of the unprepared student interpreter, but the overall accuracy difference is not obvious. Moreover, when the student interpreter is prepared, his / her personal attitude and mood are more stable and positive than that of another student interpreter who is not prepared.

4.3 Speech recognition

After four interpreting experiments conducted by two student interpreters, combined with the characteristics of Indian English accent, the first thing that student interpreters are affected by accent is listening comprehension. In the process of listening, recognizing and understanding, there are many words that students are familiar with and easy to identify and understand. In the case of Indian English accent sound change, it is difficult to react in time and accurately capture its meaning, which will affect the interpretation task. Secondly, when speaking English in India, many foreign words are often mixed in English, which makes it more difficult for interpreters to understand. According to the results of AIIC, the International Association of conference interpreters, it is found that the local accent of speakers is the most frequent and intractable problem among the factors that lead to the work pressure of interpreters, and this study also draws the conclusion that accent has a certain negative impact on the listening comprehension of interpreters. In the four previous interpreting practices, Indian English accents are strong in the selected corpus, which makes it difficult for student interpreters to understand the meaning they really want to express when listening to the information, and may result in omission or mistranslation.

4.4 Short-term memory and coordination

In an interpretation task, what we should do after listening to the language information is remembering and coordinating, which is to test the ability of short-term memory and coordination of the information. According to the theory put forward by Professor Daniel Gile, the translator's overall energy is limited, and three kinds of energy used for listening, memory and expression must be evenly distributed in the corresponding cognitive activities; the sum of the three kinds of energy cannot exceed a maximum value, and the increase of any one kind of energy will directly consume the other two kinds of energy (Gile, D, 2011:163). Therefore, in the practice of interpreting with Indian English accent, the uniqueness of the accent increases the difficulty of listening comprehension and makes the interpreter devote more energy to listening analysis than ever before, which weakens the energy of note taking, short-term memory and coordination. Therefore, in the tense interpreting atmosphere, Indian English accent will bring extra psychological burden to the interpreter. Although the experimental interpreting activities we have carried out cannot compare with the formal atmosphere of cross interpreting, the student interpreters will also have some tension when completing the interpreting task without

touching the Indian English accent. Under such circumstances, the translation speed of student interpreters will slow down, and the quality of interpretation will also decline. In other words, English with a strong accent will make it difficult for the interpreter to understand. Due to the limited attention resources of human beings, if the energy and time invested in the listening and analysis phase are increased, the attention allocated to other tasks will be reduced, and the speed and quality of interpretation will be slowed down.

If the interpreter needs to spend more energy on listening and analysis, it will cause the following consequences: first, the memory difficulty caused by the lack of memory energy will lead to a large loss of the heard information; second, the lack of information processing energy when outputting will lead to low output efficiency or quality degradation. Therefore, listening and analysis is the first and very important step in the interpretation process, including a series of understanding related processes. When these two energies are insufficient, language output will naturally be affected.

4.5 Psychological pressure

In addition, due to the unique accent characteristics of Indian English, it increases the difficulty of the interpreter's listening comprehension, which makes the interpreter spend more time and energy on listening comprehension, thus increasing the interpreter's psychological pressure and causing psychological interference. It is not ruled out that some interpreters will have some negative emotions when they are faced with strong accents, which will affect their interpretation level. In addition, Xu Ming also supports Gile's view in the study of the cognitive process of interpretation and finds that when an interpreter hears an accented language, "to some extent, it will widen the gap between his own knowledge reserve and the knowledge required for successful translation of the utterance", and the interpreter will devote more energy to "listening" and "analysis", thus unconsciously producing certain psychological prejudice and negative attitude towards the accent (Xu Ming, 2008:16).For example, hearing three vocabularies with phonetic changes in a row will make the interpreter spend more energy on vocabulary sound recognition, and correspondingly reduce the energy on sentence understanding, note taking and expression. In such a case, Indian English accent destroys the previous energy distribution mode of the interpreter, which is likely to take longer time, but interprets lengthy and tedious interpretations. In addition, once the energy allocation model is unbalanced, the interpreter will feel nervous and anxious, which will affect the subsequent interpretation process. Therefore, in the English-Chinese cross interpretation of Indian accent English, the interpreter's energy distribution mode is unbalanced compared with that in the past. In the process of simulating cross interpretation, the translator also has certain feelings about such problems. Because more energy is allocated to listening comprehension than in the past, the energy of taking notes and expression is reduced. In this case, it is easy to produce tension, anxiety and other negative emotions, which will affect the quality of interpretation.

5.COPING STRATEGIES

Language learning includes both input and output, both of which are indispensable. However, College English learners are different from junior learners, and language input learning is not their ultimate goal. As we all know, interest is the best teacher. Language learning is not achieved overnight, it needs long-term persistence and unremitting efforts of learners. So is the study of interpretation.

Before the interpretation task, the interpreter should try to fully communicate with the speaker, get familiar with the speaker's accent in advance, understand the speaker's speaking style and characteristics, and see if he can get some relevant materials from the speaker to ensure the smooth completion of the interpretation task. In order to reduce the adverse effects of accent, it is necessary for interpreters to master as much situational knowledge as possible, otherwise it will cause psychological fear. Now Internet technology is so developed that it is not necessary to fly to India to communicate with Indians and get familiar with their pronunciation. We can know a lot of Indian friends through some language learning websites, exchange languages with them, learn from each other, understand Indian culture with ancient history and civilization while learning languages, and prepare for our future.

Although there are many kinds of coping strategies, the most basic one is to strengthen the practice, master and understand the pronunciation of Indian English accent skillfully, so as to achieve ease in the interpretation work. Translators should always balance their own energy distribution mode and try to avoid the influence of Indian English on their energy distribution mode. Here are three specific strategies for the whole interpretation process.

5.1 Correct attitude

When we hear English pronunciation with a strong accent, we will first have prejudice against the speaker, and then have exclusion, which will greatly affect our listening comprehension. From the psychological point of view, interpretation is a very complex information processing process. In the 1970s, Gerver, one of the representatives of interpreting research, made it clear that in the jargon of psychologists, the task of an interpreter is a complex information processing task, including the perception, storage,extraction, transformation and transmission of language information. Compared with other human activities, the particularity of interpreting activities is that it requires interpreters to process different simultaneous information in parallel. This means that it is unavoidable for interpreters to bear psychological load in interpreting activities. However, Indian English has unique pronunciation and foreign language, which brings extra pressure on the interpreter's listening comprehension and aggravates the interpreter's tension and anxiety. In the process of simulating interpreting practice, especially in the initial stage, the student interpreter did not adapt to the Indian accent English speech very well, which consumed more energy than before in interpreting and listening, and also produced negative emotions towards Indian English

speech. Therefore, in the face of the negative emotions brought by Indian English accent to interpreters, timely adjustment should be carried out to prevent their own negative emotions from spreading into interpretation activities and affecting the performance of interpreters. In the process of completing the task, we should try our best to get rid of the negative emotions of speaking to India English and avoid the influence of emotions on the smooth progress of interpretation activities. It is necessary to know that in the process of interpreting with heavy accents, the interruption of the interpreter's listening comprehension is inevitable. Therefore, in the process of interpreting practice, the interpreter should adjust his personal state and state of mind in time, and work with the most energetic state, so that the interpreter can play a better role in the level.

5.2 Extensive exposure to English with different accents

Since we came into contact with English, we have always been instilled with the concept of "received English", which requires us to be as close to the standard pronunciation as possible, whether speaking or listening. This is beyond reproach for language learning. Of course, we should learn standard English. But in the actual process of international communication, we use English to communicate with more people than English speaking countries. In order to be a qualified translator, we should widely contact with all kinds of materials of English accents in our daily English learning, and increase our familiarity with accents through different channels, so as to improve the quality of translation.

In the early stage of interpretation implementation, the difficulties brought by the obstacle of sound recognition are particularly obvious. In order to improve the students' ability of meaning recognition, we should first recognize the difficulties of meaning recognition. Due to the influence of colonization and dialects, Indian English has unique pronunciation, which is different from received English (RP). In the process of listening, consecutive stream listening of interpreters is easily interrupted by many vocabularies with phonetic changes, which affects the acquisition of the whole meaning. Therefore, when the interpreter hears the words with phonetic change or fuzzy pronunciation, it is necessary for the interpreter to adopt some strategies to overcome the phonetic barrier of Indian English. With the help of phonetic prompts, he can infer some words with semantic, syntactic and phonetic prompts, and quickly compare them with his own knowledge about the pronunciation characteristics of Indian English. If the received information can match with it, you can get its meaning successfully. In order to cope with the difficulty of listening and recognizing the Indian English accent, we can try to learn the Indian English pronunciation characteristics and strengthen the practice. As there are many dialects in India, and the pronunciation characteristics of English are greatly influenced by their respective states, there is no specific Indian English system in the international scope for translators to learn, so they can only strengthen their practice on the basis of mastering the existing rules and listen to more materials of Indian English accent. In addition, in view of the fact

that accent familiarity can improve the level of perception and understanding of the source language and the quality of interpretation to a certain extent, teachers should encourage students to contact and be familiar with different English accents. In the usual interpreting training activities, the interpreter should pay attention to the assessment of the degree of non-native English accents. The teacher should avoid using too light or too strong accents, but try to select medium accents as much as possible. We should try to select the medium accent corpus, on the basis of the training of accent adaptability from light to heavy, step by step, and combining with the students' accent familiarity, we should select the accent corpus which has a significant impact on their interpretation quality as the teaching resources, so as to give full play to the advantage of accent familiarity and make the interpretation teaching content more scientific and targeted.

5.3 Background knowledge reserve

In the face of a heavier English accent, if we can fully understand the background knowledge of the topic, it will be helpful for listening comprehension. Listening and interpreting is a complex process. Due to its real-time, one-off and arduous characteristics, it is very important for interpreters to respond flexibly and to adapt to the circumstances (Xu Ming, 2008: 16). And the excellent on-the-spot response cannot be separated from the accumulation of every bit in normal learning. In the middle and later stages of interpreting, the translator is already familiar with the content of the speech, which can make better use of the background knowledge and the data preparation in the pre-translation stage. Through association and prediction of language category, the author combines syntactic structure and semantic restriction to infer the meaning of words, which is not only a supplement of listening strategy, but also helps the interpreter infer the meaning of some loanwords. By means of non-verbal association and prediction, the translator mobilizes his knowledge background and predicts the content of the speech. This method is used to get rid of the passive listening which is constrained by the meaning of vocabulary and carry out the active listening comprehension process. This will not only help to ease the difficulties of the translator in listening to the accent, but also deepen the translator's understanding and grasp of the speech content, which plays a key role in the smooth implementation of the interpretation. In listening comprehension, the interpreter can associate based on the information that has already appeared, infer the fuzzy information and the information that will appear, that is, associate and predict through the language information. In addition, the translator can also make association based on the information he has reserved, and speculate on the information that will appear, that is, extra linguistic association and prediction. This shows the help of association and prediction in interpreting practice.

Language association and prediction are related to the internal system of language, and also to the translator's mastery of language. However, the entry of foreign words into Indian English is not a problem that can be solved

completely by association and prediction. Some foreign words have been included in English vocabulary. Therefore, the solid basic vocabulary background and rich knowledge background of the interpreter are also the key to deal with foreign words entering English.

If the accent is too unfamiliar or strong, it is difficult for the interpreter to transfer his

energy from the speed of sound, vocabulary or language recognition in the context. Therefore, the interpreter will spend a lot of time to infer or predict from the context, resulting in the lack of information or inefficient output. Therefore, it is very important to master some non-technical extra linguistic knowledge to understand accent characteristics and background knowledge. When an interpreter is told to interpret English with an accent, because it is impossible to master all the accents, the interpreter needs to be fully trained in advance. As an interpreter, in the process of communication, he is not only the communicator of speech but also the communicator of culture. Nowadays, the interpretation content of interpreters in the world involves various fields, so interpreters should know a little about each field. Inadequate encyclopedia knowledge will make it difficult for interpreters to understand the meaning behind the speaker's speech. When encountering such problems in translation, they can reasonably infer the meaning conveyed by the source language through the accumulated background knowledge, so as to better convey it to the audience.

6. CONCLUSION

Based on the characteristics of Indian English pronunciation, this paper conducts four interpreting practices to explore the influence of Indian English accent and preparation on the quality of English-Chinese translation of student interpreters. The results are as follows: (1) the degree of Indian accent has a significant impact on the quality of students' English-Chinese interpretation, and the degree of medium or above will lead to a remarkable decline in the quality of students' interpretation; (2) The influence of pre-translation preparation on student interpreters is not so obvious as that of accents, which is mainly reflected in fluency, timeliness and psychology. It further verifies the influence of Indian English accent on English Chinese interpretation, which is mainly due to the problem of speech discrimination caused by too strong Indian accent, comprehension caused by the frequent mixing of foreign languages in Indian English, and the additional psychological burden imposed by Indian accent on interpreters.

Reading through previous studies, it is found that there are few cases about the influence of preparation before interpretation. Therefore, this case studies the preparation as one of the variables, and draws the corresponding conclusions and strategies. However, due to the limited level of research, the psychological content involved in the strategy is more complex, and there are certain deficiencies, and criticism and correction are welcomed.

After more than two centuries of use, Indian English has developed into a unique standard regional variation. Just like Irish English and American English, it has adapted to the environment and become one of the most important languages in India, with the same Indian style. Even the serious national writing Commission of India announced that Indian literature written in English is an integral part of Indian literature. It can be said that it is a language created by and for Indians. David Crystal, a famous linguist, believes that with the continuous development of Indian economy, the influence of Indian English is likely to expand day by day.

In daily learning, the materials used are all standard pronunciation, rarely encountered with such a strong accent. However, various problems may occur in the actual interpretation tasks, and this study is also expected to provide some reference for later researchers. In this experiment, from the collection to analysis of experimental data, we have a basic understanding of the pronunciation characteristics of Indian English. But not limited to this, we should strengthen practice, expand knowledge reserve, and make full preparation for more professional occasions in the future.

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Research on the Application of Action-Oriented Teaching Mode in Business Class Teaching of Higher Vocational Colleges

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Abstract: With the continuous reform of China's education system and the continuous implementation of quality education, higher requirements have been put forward for the teaching level of higher vocational colleges, especially the teaching of business majors. The emergence and application of action-oriented teaching mode play an important role in training business professionals and improving the teaching level of business courses. Based on the above situation, taking the application of action-oriented teaching mode as an example, this paper briefly analyzes the problems existing in the action oriented teaching of business class in higher vocational colleges. At the same time, it puts forward constructive suggestions to ensure the level of business classroom teaching in Higher Vocational Colleges from three aspects: design of learning situation, application of various teaching methods and multi angle evaluation. It is hoped that through this study, it can provide effective reference for the relevant educators in higher vocational colleges.

Key words: Action oriented; Higher vocational colleges; Business classroom teaching; Application

1.INTRODUCTION

Action oriented teaching, as the name implies, mainly refers to that teachers should give full play to their guiding role on the basis of respecting students' dominant position, adopt the method of task decomposition to guide students to complete a number of small tasks, cultivate students' ability to analyze and solve problems, so as to complete classroom teaching objectives. The application of this teaching mode can effectively integrate business theoretical knowledge and professional skills, and greatly improve the training quality of business professionals. Therefore, how to scientifically apply the action oriented teaching mode to the business classroom teaching is a problem that higher vocational teachers must think about and solve.

2. PROBLEMS EXISTING IN THE ACTION ORIENTED TEACHING OF BUSINESS COURSES IN HIGHER VOCATIONAL COLLEGES

The problems of action oriented teaching in higher vocational business class are mainly reflected in the following aspects:

2.1 The ability target setting is vague. At present, higher vocational teachers lack long-term vision in the setting of ability goals, resulting in the content of the goals is too vague, only taking into account the skills and literacy required by the relevant positions of the major, while ignoring the consideration of the long-term development of students' future career, so they can not give substantive guidance and guidance to students' future career development.

2.2 The development of skills and thinking can not be equally emphasized. In the daily teaching of higher vocational teachers, the teaching problem of emphasizing skills over thinking appears. Although students have mastered professional skills, their thinking level is generally low, which is not conducive to the long-term development of students.

2.3 The design of teaching content is a mere formality. With the continuous implementation of quality education, higher vocational education mode has been reformed and innovated, and a large number of new teaching modes have been emerging, especially the action oriented teaching mode, which has been widely used in business classroom teaching, but has not achieved good teaching results. This is because the higher vocational teachers only take form when designing the teaching content, and have no substantive content As a result, students only learn the surface, unable to cultivate their own employment core competitiveness, which is not conducive to the good development of students' future career.

3. THE APPLICATION STRATEGY OF ACTION ORIENTED TEACHING MODE IN BUSINESS CLASS TEACHING OF HIGHER VOCATIONAL COLLEGES

3.1 Design learning scenarios to stimulate students' interest in learning

In order to stimulate students' interest in learning and improve students' classroom learning efficiency, teachers should pay attention to the design of learning scenarios under the application background of action oriented teaching mode, so as to realize the reasonable organization of teaching content. In this process, first of all, teachers should complete the scientific design of learning scenarios according to the teaching objectives of business majors and on the basis of combining with the real situation of business activities. Then, with the completion of scenario tasks and the cultivation of students' practical ability as the teaching goal, various teaching contents such as basic knowledge content, practical ability content, psychological knowledge content and people should be organized scientifically The content of international communication. The organization of these teaching contents can break through the limitations of the original subject system, guide students to learn and master the professional knowledge and comprehensive ability required by the learning situation, so as to achieve the purpose of improving students' action ability, training

students' professional ability, humanistic ability and communication ability.

3.2 Using various teaching methods to improve students' learning ability

In order to better cultivate students' professional ability, communication ability and team cooperation ability, teachers should attach importance to the application of various teaching methods and guide students to complete situational tasks. First of all, the teacher uses the work project method to design the real work projects that students are interested in according to the teaching objectives of the business major, and decomposes the work project into several work tasks to guide students to complete each task, so as to help students learn to use professional knowledge and social science knowledge to solve the problems encountered in practical work projects To improve the students' ability of application and problem-solving ability, and lay a solid foundation for further training students' practical ability and comprehensive quality. Secondly, we should pay attention to the application of situational teaching method, design simulation business scenarios for students, so that students can learn to use business knowledge to solve practical problems in the simulation business situation, so as to improve students' practical ability and practical problem-solving ability. Finally, we should pay attention to the application of student display method, and display students' commercial design works or programs, actual sales performance and other work results in the teaching corridor for other students to appreciate and learn, and play a good incentive role for students who have completed the work results. At the same time, it is also necessary to design a variety of scene tasks, such as the original work of business plan, summary of work report, simulation of business photos, etc., so as to form a diversified business culture, so as to improve the students' awareness of business competition.

3.3 Multi angle evaluation to test students' professional ability

For students, in addition to teacher evaluation, student evaluation and self evaluation, the evaluation of business professional learning effect should also introduce the enterprise evaluation of school enterprise cooperation, so that enterprises can make fair and objective evaluation according to the actual work performance of students, so as to ensure the diversity and diversification of evaluation methods. At the same time, we should calculate the students' comprehensive learning achievements from the evaluation proportion of teachers, students, self and enterprises, so as to realize the comprehensive, fair and objective evaluation of students' professional ability and learning ability. Secondly, we should pay attention to the introduction of guild evaluation [5]. Guild evaluation mainly includes two types, one is the evaluation of industrial and commercial administration department, the other is the evaluation of Industry Association. These two types of evaluation are carried out under the requirements and standards of Industry Hong Kong, with certain authority and scientificity. Under the application of guild evaluation mode, the comprehensive and authoritative evaluation of students' mastery of social science knowledge and practical ability can be completed. According to the final evaluation results, national or industry recognized technology can be awarded to outstanding students Certificate.

4.CONCLUSION

To sum up, under the application background of action oriented teaching mode, the classroom teaching method of higher vocational business has been effectively reformed and innovated, which plays an important role in creating an efficient and interesting business class, improving students' learning ability and cultivating students' professional skills. In addition, with the continuous innovation of education mode, teachers should keep pace with the times, constantly improve their teaching level and comprehensive quality, strive to reform and innovate teaching methods, and further improve the quality of business classroom teaching, so as to provide a strong guarantee for the cultivation of high-level, high-quality and high-ability skilled talents and improve the employment competitiveness of students.

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Research and Practice of Innovation and Entrepreneurship Courses for Computer Majors

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Abstract: Under the new situation, with the continuous development of society, the construction demand of innovation and entrepreneurship courses for computer majors has risen to an important level. Only when we realize the characteristics of the practical link of the computer specialty in essence, can we combine the theory with the practice, connect each other, and improve the degree of close cooperation. Guide students to combine theory with practice, explore the development of innovation and entrepreneurship education, and provide better development and construction platform for students. Therefore, this paper first puts forward the main problems that need to be explored, and then, combined with the current situation, extract part of the core curriculum, increase the practicality, and increase the mechanism construction.
Key words: Computer major; Innovation and entrepreneurship course; Practice

1. RAISING THE QUESTION

Under the guidance of quality education, the social demand for high-quality talents has also risen to an important height. From the current situation, there are still many deficiencies in China's innovation and entrepreneurship education mode, and the education mode is single, and the teaching methods are obsolete [1]. Only have theoretical knowledge of college students, has been difficult to adapt to the construction and development of modernization. Computer professional innovation and entrepreneurship courses also need to uphold the main ideas of the scientific outlook on development, on the basis of the second classroom, to maintain a reasonable and constructive. Based on knowledge and practical experience, guide students to lay a good foundation for innovation and entrepreneurship education in creative practice. In line with the objective needs of University and professional development, at the same time, also in line with the extension of social development needs. Cultivating students' comprehensive quality is suitable for students' development, promoting learning and forming a virtuous circle. Improve the quality of professional teaching, improve the corresponding employment rate and quality of employment. Exercise students' competitive ability and pressure resistance ability, improve the tacit understanding of the team. In view of this, how to practice the innovation and entrepreneurship course of computer specialty? How to combine professional courses with innovation and entrepreneurship courses organically? It has become the focus of research under the current situation.

2. RESEARCH AND PRACTICE PATH OF INNOVATION AND ENTREPRENEURSHIP COURSES FOR COMPUTER MAJORS

2.1 Building innovation and entrepreneurship education into professional curriculum system

To a certain extent, in the process of the implementation and construction of innovation and entrepreneurship courses for computer majors, relevant personnel are required to further grasp the concept of "integration" and maintain the high generality foundation of innovation and entrepreneurship concept [3]. At this time, we need to integrate innovation and entrepreneurship education into the professional curriculum system. And combined with the needs of reality, we should transform the educational thought into the ability of innovation and entrepreneurship, and implement the extension of development needs from the perspective of diversification. First of all, on the basis of educational thinking, it is necessary to effectively integrate innovation and entrepreneurship education with computer majors, so as to achieve a certain level of thinking and maintain reasonable practical construction. In other words, it is necessary to maintain reasonable compatibility on the basis of the construction of "innovation and entrepreneurship ability and thinking", so as to lay a good foundation for the development of the new system of innovation and entrepreneurship curriculum. Secondly, on the basis of overall planning, the teaching content should be increased. After that, on the basis of integration, it is also necessary to maintain the organic development of professional education and innovation and entrepreneurship education, in practice, to maintain enthusiasm and improve practicality.

2.2 Building a reasonable export-oriented innovation and entrepreneurship curriculum

On the basis of reality, innovation and entrepreneurship courses for computer majors need to adjust the relevant contents reasonably according to the teaching philosophy and on the basis of the course, so that students can combine their own needs. At this time, in the process of curriculum construction, it is necessary to further stimulate students' interest in learning on the basis of 4 to 5 core compulsory courses, reasonably guide students to combine theory and practice, maintain a reasonable construction foundation, and extend the path for innovation and entrepreneurship in the next step. Rational use of computer professional basic courses, in the skills, psychological guidance, development planning and other perspectives, the implementation of effective curriculum arrangements. In the process of design, teachers also need to convey some social common sense and entrepreneurial path to students, so that students can continue to grow in thinking. Finally, combined with the actual development

of computer science, this paper analyzes the successful cases of innovation and entrepreneurship in the current state, so as to further narrow the distance between students and society.

2.3 Building a reasonable invisible innovation and entrepreneurship curriculum

First of all, teachers need to strengthen the corresponding professional ethics construction on the basis of innovation and entrepreneurship education, and maintain reasonable and fundamental quality. Whether it's new things or team dedication, students need to constantly update the construction concept and enhance the ability to analyze problems. Secondly, it is necessary to combine the basic courses of computer science and innovation and entrepreneurship courses with each other, clarify the objectives, improve the practicality, and maintain the reasonable and constructive effect. For example, teachers can use multimedia to combine theory and practice, and explore the functional design and practice based on "network application system" [5]. After that, we need to innovate ideas and technical methods on the basis of the integration of the two, and increase the construction of actual cases and products. Let the students after graduation is equivalent to employment and entrepreneurship, and in the personalized development, maintain reasonable planning, provide a solid foundation for innovation planning.

2.4 Give full play to the role of "the second classroom" and encourage students to innovate and start their own businesses

First, it is necessary to build an effective extension path for students' innovation and entrepreneurship on the basis of school enterprise cooperation. Let the enterprise's Internet management and technical personnel to the school to explain, let the students realize how the enterprise operates and develops in the actual society. Second, we need to combine theory and practice reasonably, go out of the classroom, deepen the entrepreneurial activities of enterprises and frontline, and maintain a reasonable height. For example, we can build "computer technology service center" in the name of the school, which can not only face the whole school students, but also increase the maintenance and construction of campus website. In practice, students can perceive the real innovation and entrepreneurship activities. In addition, combined with the actual situation, we can build the "Youth Cup" College Students' innovation and entrepreneurship competition, complete the product

innovation and service innovation, in the evaluation, students will take the initiative to learn, increase team cooperation, and improve the comprehensive application ability.

3.CONCLUSION

With the progress of society, computer professional courses need to implement reasonable integration on the basis of innovation and entrepreneurship education to achieve the integration of talent training objectives, innovation and entrepreneurship courses and professional courses, teaching content integration, innovation and entrepreneurship teachers and professional teachers integration. Comprehensive analysis of the case, increase the effective construction of simulation actual combat link. In the integration of production and education, school enterprise cooperation, promote the improvement of students' comprehensive ability, extend the specialty characteristics, and promote the healthy growth of students.

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Research and Design of Collaborative Innovation and Development System of Human Resources in Regional Economic Circle

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Abstract: Sufficient human resources reserve is the prerequisite for the healthy development of society. In order to ensure the long-term and stable sustainable development of regional economy, it is necessary to complete the coordinated development between regional economic circle and human resources. In this paper, through the analysis of regional economic circle and human resources, combined with the actual situation, put forward personal views on the research and design of regional economic circle human resources collaborative innovation development system, hoping to bring reference for people who pay attention to regional economic circle and human resources development.
Keywords: Regional economic circle; Human resources; Innovative development

1.INTRODUCTION

With the continuous development of the national economy, many regions have formed one regional economic circle in the process of economic development. As an economic aggregate, regional economic circle can directly drive the overall level of regional economy in the process of development, and human resources is the fundamental to promote the long-term development of regional economic circle. Therefore, it is necessary to research and design the collaborative innovation development system of human resources in regional economic circle[1-2].

2. REGIONAL ECONOMIC CIRCLE AND HUMAN RESOURCES

2.1 Human resources

The concept of human resources is put forward by American scholar Andorra. Andorra optimizes and adjusts the organizational structure of enterprises and companies on the basis of operation according to the development strategy, so as to improve the overall operation level of organizations and create more value. In China, human resources mainly refer to the number of people who have the ability to work in a certain region. Human resources in the region will become the main body of the current regional economy after they flow into enterprises and companies. Therefore, in the development of regional economy, human resource strategy is very important, which can directly affect the overall trend of regional economy.

2.2 Regional economic circle

Regional economic circle is a comprehensive concept of economic development, that is, the economic benefits and values obtained by the joint action of economic development and external trade in a specific region. The regional economic circle itself has a special geographical nature, which can effectively reflect the development and utilization of resources in some specific areas, and understand the economic development potential of the region. This part of the regional resources include transportation, specialty, biology and other aspects, which can bring rich economic benefits and value to the regional economic circle through scientific and reasonable distribution. In the process of development, if the regional economic circle wants to get sustainable development, it needs to constantly create new economic growth points, so the human resources situation is an important content to measure the future development of regional economic circle. If we want to ensure the sustainable development of regional economic circle, we must give full play to the role of human resources.

3. THE RELATIONSHIP BETWEEN REGIONAL ECONOMIC CIRCLE AND HUMAN RESOURCES.

3.1 Analysis on the relationship between human resources and regional economic circle

In general, human resources are the basis of the sustainable development of regional economic circle, and the productivity brought by human resources is the guarantee of economic development of regional economic circle. Therefore, from the perspective of sustainable development of regional economic circle, the relationship between human resources and regional industrial structure is inseparable, so the overall status of human resources is often irreplaceable. For example, in the regional economic circle, the main factor for the smooth development of agricultural production activities is labor force. In industrial production activities, the biggest impact on productivity is a large number of technical personnel with relevant operational economy in industrial enterprises. In the information industry, human resources are also an important factor in the formation of productivity, so the status and role of human resources in the regional economic circle can not be replaced. Only by strengthening cooperation between the two can the development of regional economy become better. In addition, whether from the macro perspective or from the micro perspective of human resources analysis, we can get a direct relationship between human resources and regional economic development. Therefore, it is necessary to strengthen the cooperation between regional economic circle and human resources, so as to let human resources promote the sustainable innovation and development of regional economic circle.

3.2 Requirements between regional economic circle and

human resources.

With the continuous development of science and technology, knowledge, economy, science and technology are in the process of development, showing that all kinds of industries are gradually transiting from resource intensive to labor and knowledge intensive industries. If the regional economic circle wants to make its own economy develop for a long time, it also needs to optimize and integrate the existing resources. By combining the hard resources such as various resources, facilities and policies in the region with the soft resources such as manpower and strategy, the development of the regional economic circle can be further improved. At present, the imbalance of regional economic development has appeared in many regional economic circles in China, that is, there are very significant differences in the process of economic development between eastern and Western China. China is now in the period of economic transformation, so the development value and potential of regional economic circle deserve everyone's attention. Due to the uneven distribution of human resources among different regions, the market environment of each region is often different. However, no matter what region it is, the competition in its internal market will be very fierce. Only by coordinating the relationship between different regions can the regional economic circle realize the sustainable development of economy under the promotion of human resources.

4.DESIGN OF HUMAN RESOURCE COLLABORATIVE INNOVATION DEVELOPMENT SYSTEM IN REGIONAL ECONOMIC CIRCLE

In the development process of regional economic circle, the sustainable development of regional economic circle can be guaranteed by coordinating human resources and economic development. During this period, the cultivation of human resources will be a prerequisite for the long-term economic development.

4.1 Optimize the cultivation of students and improve the talent situation in the region

In the regional economic circle, the quantity and quality of talents are the premise of innovation and development of all economic activities. The role of ordinary human resources is to ensure the smooth implementation of various production and business activities in the region as the main productivity. Therefore, in the process of development, we should pay more attention to the universities and build a talent training system to provide a continuous stream of high-quality talents for various industries within the regional economic circle. As an important place for the country to cultivate talents, universities can make more talents stay in the region by providing more internship and employment opportunities for these students, so as to avoid brain drain in the development process of regional economic circle. In addition, the school can also cultivate different high-quality talents according to the actual situation of the regional economy and the future development trend. Through the reasonable adjustment of the teaching content, the high-quality talents can play their due effect in the regional economic development.

4.2 Introduction of external high quality human resources

In the development of regional economy, it is difficult to ensure sustainable development by relying solely on local human resources. Because the local talents in the training process are often limited to the region and platform constraints, long-term development will lead to the overlap between talents. Therefore, in the development of regional economic circle, we should appropriately introduce high-end talents from outside, which can bring new ideas to regional economic development and improve the speed of regional development. In addition, in the face of human resource management, we should ensure the scientificity and rationality, and complete the reasonable distribution of human resources by optimizing the current personnel system within the region. Because the increase in the number of human resources will bring more pressure to the original internal talent management. Therefore, the integration of human resources and external human resources should be further optimized in order to ensure that human resources can be further optimized.

4.3 Driving the development of the secondary and tertiary industries

If the regional economic circle wants to improve the development speed, it can not only rely on the primary industry, but also obtain more economic profits by vigorously promoting the second and third industries. This part of the second and third industries will need a lot of human resources reserves. Therefore, we should speed up the overall structural adjustment of the secondary and tertiary industries, so that their proportion in the regional economic circle can be increased. In addition, it is necessary to reserve the corresponding talents for its special training, so as to leave more opportunities for work and development in the regional economic circle.

4.4 Optimization of human resource allocation

If the regional economic circle wants to ensure sufficient stability in its development, it is necessary to make reasonable planning for the existing and future human resources. In the planning process, how to retain human resources should be put in the first place, and then gradually absorb external talents through development. In the rational planning of human resources, priority should be given to the regional infrastructure and working environment, otherwise it will bring great constraints to the regional economic development. Therefore, in order to promote the overall economic development of the regional economic circle, it is necessary to make reasonable adjustment according to the industrial structure while ensuring the infrastructure construction.

5.CONCLUSION

In a word, in the regional economic circle, the importance of human resource reserve is undoubtedly. The coordinated innovation and development between regional economic circle and human resources will be the main theme of regional economy to ensure sustainable development, and human resources can not only be regarded as productivity. It can also stimulate the continuous optimization of the overall structure of regional economy as the main body of innovation and development, and ensure the healthy development of

regional economic circle.

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Research and Practice of Ideological and Political Education Connotation of Online and Offline Mathematics Teaching in Applied Universities

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Abstract: With the development of the Internet era, various schools gradually carry out the combination of online and offline teaching methods. With the epidemic situation in 2020, the online and offline teaching mode has developed rapidly. Based on the popularization of the advantages of "online and offline" hybrid teaching method, this paper analyzes the effect of Ideological and political education of Applied Mathematics Teaching Course in universities, aiming to improve the efficiency of mathematics classroom and the teaching quality of teachers in China's universities online and offline teaching, as well as to enhance students' deep learning ability and innovation ability. According to the embodiment of online and offline teaching mode of applied university mathematics, this paper puts forward effective opinions and improvement methods.

Keywords: Application Oriented University; Online and offline education; College mathematics; Ideological and political education; Education

1.INTRODUCTION

Due to the novel coronavirus pneumonia epidemic in early 2020, the national education industry is facing the current situation of home online learning. With the rapid development of Internet information technology, network teaching has once become a mixed teaching method in some colleges and universities. The emergence of this teaching method, online or offline can play the main role of students in the teaching and learning process. At the same time, it can effectively guarantee the leading role of teachers in teaching. The goal of its online teaching is to "not reduce the teaching requirements, teaching standards, and teaching quality", so that every student can be enriched with knowledge, whether learning online or offline.

2. THE CURRENT SITUATION OF COLLEGE MATHEMATICS CLASSROOM TEACHING

So far, the mathematics teaching mode in most universities in China is divided into traditional teaching mode and online teaching mode. At the same time, it forms the "online and offline" mixed teaching method. The combination of these two teaching methods can guide students' autonomous learning ability, but the corresponding is that the traditional classroom teaching mode is much better than the line shirt teaching mode. After all, online teaching resources lack of supervisors and inspectors. Although online teaching is accompanied by teachers, it is not convenient to communicate with each other as traditional classroom teaching. With the search of school literature, from the limited data found that there are some problems in the online and offline teaching mode of mathematics classroom in Application-oriented University [1]. In universities, there is a big class and a small class, that is to say, when many classes are integrated together, it is a big class and a single class is a small class. The emergence of this situation leads to students in large class teaching, the teacher is difficult to effectively organize teaching, improve the overall performance of students, and another situation is that teachers in order to catch up with the schedule, resulting in almost no interaction in the classroom, making students learn little depth [2].

3. ANALYZE AND RESEARCH THE ONLINE AND OFFLINE TEACHING MODE OF COLLEGE MATHEMATICS COURSE

3.1 Online teaching

In the online classroom teaching of mathematics in application-oriented universities, ideological and political education has become the goal of colleges and universities. At the same time, some colleges and universities have begun to implement online learning platform to create open teaching and learning for students [3]. Let students learn through the online platform for the problems and knowledge points that they will not be able to learn offline, and strengthen their own consolidation of knowledge points. (the figure below is based on the examination results and pass rate of a university through online teaching, and the following materials are only for reference.)

There are nearly 1000 students in a university, and their scores and passing rates of calculus a in college mathematics are also discussed					
Number of students	260	150	140	230	220
Fraction	100~90	89~80	79~70	69~60	59~0
Percentage of pass rate	26%	15%	14%	23%	22%

It can be seen from the chart above that nearly 1000 students in a university participated in the College Mathematics "calculus a" examination, and the probability of failing in the examination accounted for 22%, and the probability of exceeding 90 points was 26%. Next, let's look at the status of the students who participate in online learning after offline learning.

Nearly 120 students who have participated in the offline and online teaching, the examination results and passing rate					
Number of students	58	32	17	6	7
Fraction	100~90	89~80	79~70	69~60	59~0
Percentage of pass rate	48.33%	26.66%	14.16%	5%	5.83%

From the chart above, it can be seen that the number of students who have participated in the application-oriented mathematics course of offline University and also participated in the online university mathematics course accounts for 120. Therefore, it can be found that, compared with offline classroom learning, the probability of score above 90 is about twice higher, while the failure rate is about 3.5 times lower.

Therefore, from this comparative data, the online and offline hybrid teaching mode of applied university mathematics classroom can help students solve some problems to a great extent, and can also improve students' academic performance and quality.

3.2 Offline Teaching

Different from online teaching method, offline teaching method makes mathematics classroom teaching in Application-oriented University full of rigor. The traditional classroom teaching mode is that the teacher uses chalk and blackboard for teaching guidance, while the students under the stage do pencil calculation on paper [4]. This simplified teaching method enables college mathematics teachers to play a more important role in the teaching of students and transfer more mathematical knowledge to students. In recent years, with the development of the times, the foundation of college students in our country is obviously different, and their interest in mathematics is obviously declining. Therefore, with the emergence of online teaching method, it makes up for some shortcomings of traditional classroom teaching mode.

4. IMPROVE AND OPTIMIZE THE METHODS OF ONLINE AND OFFLINE TEACHING MODE MIXING

In order to better be able to online and offline teaching mathematics courses in application-oriented universities, ideological and political education. It can be improved in three aspects.

4.1 Change of college mathematics classroom teaching methods

The traditional college classroom teaching mode will be changed from a single form to a diversified teaching, so that students can freely play their learning, combined with online and offline teaching resources for integrated teaching. At the same time, teachers should gradually guide students to preview and discuss college mathematics textbooks, so as to achieve diversified teaching [5]. Let students summarize and record their own knowledge points, in the unified answer and analysis by the teacher, so as to improve students' learning performance and the quality of classroom teaching.

4.2 Introduction of online teaching software

In order to improve the quality of college mathematics classroom teaching and students' performance, the school can independently write online teaching software, or introduce online teaching software. Carry out online quality course teaching and resource utilization, combined with offline classroom teaching, to promote students' faster progress and growth.

4.3 Strengthen the teaching quality of online and offline mathematics courses in Applied Universities

The mixed form is adopted to reform the teaching of college mathematics classroom. The traditional classroom teaching method and online teaching resources are combined to carry out dual mode teaching [6]. This can not only play the leading role of teachers' supervision, guidance and inspiration, but also enable students to play their own initiative and creativity in learning, and further ideological and political education and teaching.

5.CONCLUSION

The combination of online and offline teaching mode can not only effectively improve the teaching quality of college mathematics course, but also effectively improve the teaching level of teachers, so as to realize students' self-learning and self-creation ability, and effectively establish efficient classroom learning.

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Impact of Novel Coronavirus Pneumonia on China's Import and Export Trade

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Abstract: In 2020, the outbreak of new coronary pneumonia in the world, which has produced a lot of negative effects on people's life and economy in China, and the global economy has been stagnant. The novel coronavirus pneumonia has also been shown to be declining in general and has been very evident after a related investigation. Novel coronavirus pneumonia epidemic impact novel coronavirus pneumonia novel coronavirus pneumonia epidemic situation and the new crown pneumonia epidemic situation our country import and export trade suggestion three directions discussed this article, and put forward personal opinion.
Keywords: Novel coronavirus pneumonia; Import and export trade; Impact

1. INTRODUCTION

Since the beginning of the 21st century, human beings have been involved in many outbreaks, such as SARS, avian influenza and H1N1 viral influenza. Just like the outbreak of SARS in Africa, it has lasted for several months in China, causing a lot of economic losses. At the beginning of 2020, the outbreak of new coronary pneumonia spread rapidly and widely, and no effective drugs have been developed, which has a huge impact on many industries in China. In order to prevent it, the national epidemic prevention department put forward measures such as stopping work and restricting import and export. It took nearly half a year for some areas to gradually resume production. Some economists have carried out research on China's economy under the epidemic situation. Its impact on China's import and export is limited, and the scale of import and export may be expanded in the future. Although most regions restrict the import and export of some products, and the trade between some regions and countries in China has been affected, what is the significance of these problems reflected in this paper [1].

2. THE IMPACT OF NOVEL CORONAVIRUS PNEUMONIA ON THE ECONOMY

The novel coronavirus pneumonia has affected more than 200 countries so far, and more than 63 million cases have been confirmed, and the death toll is close to 15 million. During the outbreak, the International Monetary Fund's GDP declined, and became the most serious economic depression in recent years. As a result, the world bank also reduced its GDP by nearly 2%. The novel coronavirus pneumonia has a significant impact on the world economy and production. From the perspective of global economic stagnation, most countries take measures to prevent the spread of the epidemic by banning entry and exit, closing cities and stopping work, and some economic activities have also stopped. Novel coronavirus pneumonia is forecast by the world trade organization to reduce global trade to around 23%. Industries in many countries have stopped operating, and many countries' supply chains can not operate normally or even terminals. Moreover, investment is also affected. The black swan incident has appeared in the financial market, and the financial risk is also increasing. From the perspective of China's enterprises, most enterprises are affected by the new coronary pneumonia. The Spring Festival holiday is extended, and the circulation of personnel and materials is restricted, which has a great impact on the economy of enterprises. On the basis of the measures of city closure, shutdown, tourism and other aspects of domestic consumption, the income of enterprises is not optimistic, and there are even many enterprises that will have reverse pay, let alone foreign import and export trade [2].

3. THE IMPACT OF NOVEL CORONAVIRUS PNEUMONIA ON IMPORT AND EXPORT TRADE

The impact of new coronary pneumonia on China's enterprises' import and export trade can be basically divided into two stages. The first stage is that the trade balance is less than 0, and both import and export are reduced, that is to say, the difference between import and export expands, which means that both of them are negative effects for enterprises. The second stage is the recovery of the balance of trade. Although the import and export have not recovered completely, since the epidemic situation in China has basically stabilized, they have started to start the import and export trade. During this period, most enterprises have gradually recovered the balance of import and export trade. The novel coronavirus pneumonia has great influence on the import and export trade of our enterprises. The import and export of enterprises will activate the production of other countries, which can largely promote the expansion of investment and the chain of economic activities will also expand. Therefore, under the novel coronavirus pneumonia, the business will have a circulation, which will strengthen the supply chain integration in our country, and increase the planning of import and export. According to the relevant data collation and analysis, we can know that although the total amount of import and export trade in the world is declining, the import and export trade between China and Southeast Asian countries has increased on the contrary. Therefore, the import and export trade of some enterprises in China during this period was not seriously affected, including the export of textiles, motorcycles and data processing equipment, and the import of plastics, crude oil and rubber. The impact on these enterprises was not significant, and even increased, especially the import of

some fruits, such as apples, pears, strawberries and grapes

。 The most seriously affected industry is agricultural products, but the economic development of Southeast Asian countries is not as good as that of China, so the import and export of trade is not very serious under the influence of the epidemic [3].

China's enterprises in the import and export of various types of goods are basically using the international trade standard classification, the commodity is divided into primary products and industrial products, and each scope includes the most categories. For example, the import and export proportion of tobacco and beverage enterprises decreased rapidly, and the proportion of various fuels and raw materials increased.

4. NOVEL CORONAVIRUS PNEUMONIA: RECOMMENDATIONS FOR CHINA'S IMPORT AND EXPORT TRADE

The impact of new coronary pneumonia on China's overall economy is mostly negative, especially in the tertiary industry. Novel coronavirus pneumonia and the import and export restrictions of the state policy have brought many restrictions to the import and export traders. Although the epidemic has improved, some enterprises have resumed their import and export trade, but they can not achieve the desired state because other countries have policies related to the import and export of new crown pneumonia. The policy has also been adjusted. But novel coronavirus pneumonia is different in many enterprises in China. Therefore, the countries in the world need to join hands to fight the epidemic. In the import and export trade, the enterprises in China need to do their best to improve the development of new products, such as AI, medical devices and big data technology. Under the influence of the situation, the scope of import and export is not large. In the development process of these digital intelligent technology enterprises, they can analyze their own import and export trade according to the national policies, epidemic situation and domestic and foreign market conditions. This is not only conducive to the development of enterprises themselves, but also faces a new epidemic in China Love also has a very considerable effect [4].

5. CONCLUSION

To sum up, in the new era, the new coronavirus faced by the world has a huge impact on every industry, but further analysis can also reflect the shortcomings of Chinese enterprises in various aspects. If enterprises can grasp the deficiencies in import and export trade, and then analyze and correct them scientifically and reasonably, with the support of the state, we can also find out the shortcomings of Chinese enterprises in various aspects Enterprises can resume the import and export trade as soon as possible, and can effectively reduce the risk during the trade, so as to promote the stable development of enterprises and China's economy.

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The Value and Path of Integrating Anti Epidemic Spirit into Teenagers' Ideal and Belief Education

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Abstract: Since the 18th National Congress of the Communist Party of China, national leaders have repeatedly stressed the importance of ideals and beliefs. It is pointed out that the ideal and belief of youth is related to the future of the country, and the forward power of the nation with lofty youth ideal. The growth of young college students is inseparable from the support of verification belief. The establishment of lofty ideals and beliefs is an important guarantee for the realization of the Chinese dream. The spirit of novel coronavirus pneumonia in the struggle against the new crown pneumonia is a fresh material for ideological and political education. Integrating the spirit of anti-epidemic into the education of ideals and beliefs of young people is conducive to the implementation of the basic task of the ideological and political course, and lay a solid foundation for the new generation to grow into a historical task.
Keywords: Anti epidemic spirit; Ideological and political education for teenagers; Ideal and belief education

1.INTRODUCTION

The outbreak of the novel coronavirus pneumonia at the beginning of the Chinese ghat was a major test of the Chinese nation's crisis. The massive outbreak of the epidemic to effective control is a powerful driving force for countless ordinary and great Chinese people. The great spirit leads the development of the times. The anti epidemic spirit is the spirit of China in the new era. The general secretary pointed out that we should vigorously carry forward the anti epidemic spirit. Teenagers are an important period for the formation of values. How to carry forward the great anti epidemic spirit among the youth groups and buckle the first button of life is particularly important. The spirit of novel coronavirus pneumonia is the fresh material for ideological and political education. It is necessary to integrate the spirit of anti epidemic into the ideological and political education in universities and colleges, and strengthen the education of ideals and beliefs for young people. This is conducive to the implementation of the basic task of the ideological and political education course, and to guide the growth of college students to lay a solid foundation for the new generation who will shoulder the responsibility of national revival.

2. THE CONNOTATIVE VALUE OF ANTI EPIDEMIC SPIRIT

At the meeting commemorating the 80th anniversary of the victory of the Red Army's Long March, state leaders stressed that only when the spirit reaches a certain height can the nation survive for a long time. In fighting the novel coronavirus pneumonia, the spirit of the masses is the embodiment of the profound connotation of the spirit of anti epidemic, highlighting the new height of socialist moral construction. The anti epidemic spirit formed by the party's leading the people to carry out the heroic and great anti epidemic struggle has rich connotations, including the fighting spirit of fearing difficulties and dangers, the community spirit of equality and mutual assistance, the spirit of dedication and the scientific spirit of exploring true knowledge.

The spirit of struggle is a traditional virtue of the Chinese nation. Under the leadership of the CPC Central Committee, Party organizations at all levels actively carry out the strategic deployment of epidemic prevention and control; the majority of Party members and cadres fully carry forward the spirit of struggle, and the Chinese people grow up in hardships, and the Chinese people's struggle spirit shines in the difficult and fearing times. In novel coronavirus pneumonia epidemic prevention and control work, general secretary pointed out that human beings cannot do without science and technology innovation. Chinese researchers have been working hard day and night to do a lot of work around clinical treatment, forming a relatively complete diagnosis and treatment program, and the anti epidemic situation is positive, providing strong scientific and technological support for the world epidemic prevention and control. In front of the big test of epidemic situation, some people bravely march forward. Facing the critical moment of epidemic prevention and control, the infectious disease department team of Shanghai Huashan Hospital firmly answered that the most difficult work, Party members must go first. Countless medical staff wrote down the oath with selfless and fearless spirit. They take the national adults as their own responsibility, protect life with their lives, practice the purpose of saving the dying and heal the wounded, and fulfill the responsibility of boundless love.

3. THE SIGNIFICANCE OF ANTI EPIDEMIC SPIRIT IN THE EDUCATION OF TEENAGERS' IDEALS AND BELIEFS

According to the curriculum standard of Ideological and political course, the fundamental task of Ideological and political education is to help students establish correct political direction and enhance their comprehensive ability of social understanding. The core quality of the

subject includes political identity and legal consciousness. Martial arts moving stories emerge in the anti epidemic struggle, which contains the anti epidemic spirit and is a valuable resource to cultivate students' core literacy. Ideal and belief education is the basis for individuals to form correct ideals and beliefs, and is a practical activity of Communist education. It is of great value to integrate the anti epidemic spirit into the ideological and political ideal and belief education of teenagers.

Ideological and political course is a course of Marxist theory education for college students. The ideological and political ideal and belief education for young people is integrated with the anti epidemic spirit, which is conducive to the formation of students' scientific spirit of seeking truth and pragmatism, enhancing students' political identity to the Chinese system, enhancing their ability to consciously participate in public affairs, and cultivating students' awareness of law-abiding, usage and legal system. The cultivation of students' political identity is the fundamental task of Ideological and political discipline. Political identity is to cultivate students' sincere feelings for the party. Under the unified leadership of the Party Central Committee, Party organizations at all levels actively participate to ensure the timely and effective implementation of various epidemic prevention measures of the Central Committee. By carrying forward the spirit of anti epidemic, students can internalize themselves and enhance their sense of identity with the socialist system with characteristics.

Novel coronavirus pneumonia is a scientific spirit that is a student's insisting on Marx's scientific world outlook. After the outbreak of the new crown pneumonia outbreak, Chinese scientists accelerated the research and took the initiative to share with other countries the experience of preventing epidemic disease. The spirit of science was a powerful shield to stop the spread of the epidemic and the best example of cultivating the scientific spirit of students. Public participation is the core quality of Ideological and political discipline, which requires orderly participation in public affairs and active exercise of democratic rights. The prevention and control of epidemic situation is the responsibility of the nation. In the face of the sudden public crisis, teachers should guide students to do a good job in scientific prevention and control, and at the same time, they can cultivate the habit of paying attention to current affairs and hot spots.

4. THE WAY TO INTEGRATE THE ANTI EPIDEMIC SPIRIT INTO THE YOUTH'S IDEAL AND BELIEF EDUCATION

In order to promote the integration of Ideological and political education, the ideological and political work should be run through the whole process of education. The effective way is to combine the anti epidemic spirit with the youth's ideal and belief education, and guide students to become new people of the era with responsibility. To integrate the anti epidemic spirit into the ideological and political ideal and belief education of young people requires us to grasp the truth of real people, have true feelings, and actively carry out ideological and political education activities with temperature.

Real experience, sincere gratitude, is the anti epidemic spirit of the thick background, is the most vivid material into the youth ideal and belief education. In order to integrate the anti epidemic spirit into the education of teenagers' ideals and beliefs, we should grasp the key points in the content arrangement and angle of penetration, and carry out targeted propaganda and education activities. The touching deeds of the front anti epidemic heroes widely recognized by the public should be well described. Tell students that the so-called hero is ordinary people's extraordinary pay, encourage students to start from small things, strive to be ordinary heroes. Through the role exchange, students can use the events they witnessed to increase their sense of identity and tell some specific warm heart events. In the process of integrating the anti epidemic spirit into the youth's ideal and belief education, we should grasp the real materials, reasonably embed them, and the real education can be more deeply rooted in the hearts of the people.

Emotional and cognitive education is an important part of education. To integrate the anti epidemic spirit into the ideal and belief education, we can't copy the teaching methods of other problems, can't preach mechanically, and can't be equal to the conventional teaching task. We should understand and understand from the perspective of cultivating talents, and we can't have the mentality to complete the task. Formalism activities can not do a good job in the education of teenagers' ideals and beliefs, and the education effect will be affected. If you put your heart into emotion, you can have emotional resonance with young students and produce good education effect. The anti epidemic spirit contains rich emotional factors, showing the strength of the country, shining the glory of human nature, dedicated and persistent fighting spirit. We should find the emotional fulcrum of teenagers, communicate with everyone in the form that the majority of teenagers are willing to accept, and strengthen the use of emotional education methods in order to achieve the purpose of education.

The national leaders pointed out that the key to running the ideological and political theory course well is the teachers. They should integrate the love for the country and the students, and make the ideological and political course a warm one. How to integrate it into the ideal and belief education system effectively puts forward high requirements for ideological and political teachers. The core content of the requirements is to let people who have faith speak faith and create a temperature course for students. Sincere feelings mean that teachers speak with emotion and confidence, require teachers to learn and believe in themselves, tell stories and reason at the same time, pay attention to scientific prevention and control of epidemic situation, and root in the lifelong belief of anti epidemic. To test the profundity of teachers' understanding of the spirit of anti epidemic, teachers should have a high degree of ideological awareness, explain things clearly and see the appearance characteristics of things, so as to have resonance with teenagers.

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On the Wasteland Image in American Literature

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Abstract: Wasteland image is one of the main motifs in American literature. It contains freedom and danger, and has duality. For example, Eliot's the waste land describes the disaster and trauma brought by the first World War to the people of the world, and it also indicates a realistic experience of Western civilization. This paper, however, explains it from two aspects: the traditional image of the wilderness and the alienated image of the wilderness, and puts forward personal opinions on the image of the wilderness in American literature.
Key words: American Literature; Wasteland image; Tradition; Alienation

1.INTRODUCTION

From the end of the 19th century to the early 20th century, poetry in Britain and the United States and other countries developed at a high speed. In this period, the outbreak of the first World War brought great shock to all aspects of the senses of the westerners. The war took away a lot, including wealth, spirit, life and faith. And some rational emotions in the society gradually disappeared in the process of World War, followed by spiritual collapse and disappointment. Then, Eliot's wasteland was written and sung in this period. The main purpose of the poem is to excavate and explain the western people's thoughts, which clearly expresses the overall effect of their losing confidence and hope in their faith and life. Moreover, it has left a deep impression on the fragmentation, displacement and family separation in the world The impression. This is mainly because God has lost the object he created, and the universe has no center. People's life has lost hope and meaning, and there is no sense of security. Most people walk forward in despair. In the west, the poem "the waste land" can truly reflect the social scene and people's mental outlook at that time, and some artists in Europe and America also use some art forms to hope to save the local people's spiritual crisis. This is also a kind of alienation phenomenon with the image of wilderness as the motif in American literature [1].

2. TRADITIONAL WASTELAND IMAGE

Wasteland is a synonym of forest in American literature. It symbolizes freedom, but it also has sinister meaning. In the dual American colonial period, it was a very real historical presentation. At that time, many writers had a very real feeling about the wilderness. Because they had experienced it personally, they reflected it in their works, so that some later writers could see some of the metaphors. American writers have also been greatly inspired by the wilderness, and described it as an ideal kingdom free from social restrictions. Therefore, the image of wilderness is a crucial motif in American literature, and has gradually developed into a traditional phenomenon of the American nation. In the colonial period, the wasteland had a very obvious intention, which mainly implied that the colonists at that time were not willing to continue to be trapped in the cage from the inheritance of ancient civilization. They wanted to get rid of the shackles, and then develop and live in the direction of freedom. Therefore, the American wilderness became a place they yearned for. Because they believed that they could freely reclaim the land and continue the civilization God had brought them. On the other hand, the expropriated wasteland is isolated and thorny, and they will have great difficulties and challenges in the past. But in order to survive, they had to ignore these threats. This is what the colonists revealed in the image of wasteland. From a further perspective, the wasteland is very terrible, full of countless wild people and various wild animals. No matter which direction you look, you can't find anything to make them happy. Even if summer comes, what you can see is just a piece of barren land, and the whole land is full of sad breath [2].

In American literature, many scholars have drawn on the inspiration of the wilderness, and then reflected it in their own works. In the development of history, it has gradually developed from behavior to a spiritual meaning, and can also symbolically indicate something. The original forest gave birth to American writers, including Emerson and Thoreau. They were the founders of Transcendentalism, and they also entered the forest to understand philosophy. Some American writers have expanded the symbol of forest in their works. The forest represents freedom, and people can use it to yearn for freedom in spirit and get rid of the fetters of society. In addition, under the protection of the forest, Diels has a lot of different ideas of protecting people from the forest, which is just like the protection of some people under the forest. Then, the forest has been used to describe the object for a long time in American literature, and the image of literature is closely related to the history of colonial period. Some authors describe the real reflection of their pioneering period, which has a strong reference effect, and many independent authors get rid of the shackles in the tradition, so we can see this metaphor in the works [3].

3. ALIENATED WASTELAND IMAGE

In the first World War, it caused great trauma and shock to the western human psychology, because the war took away a lot of what they had, and it also caused the emergence of the western spiritual wasteland. Mapping it in literature is the alienation of the traditional wasteland phenomenon. Under the background of the release of romantic poetry, their spirit was broken by the war. The romantic poets are disillusioned with their real ideas in

their own feelings, which will make some modernist poets feel a sense of crisis, and some British and American scholars' works in this period can be reflected. Ts. Eliot, a representative poet, vividly reflects the alienation of the wasteland image in the United States after the war. His works show the disillusionment of a generation, and under the influence of the image of the wilderness, the western capitalist civilization gradually withered, and it has become a synonym under the background of the times. In the traditional American literature, wasteland image has rich meanings, which can reveal the spirit of western countries. In the middle of the 20th century, it is also a turbulent era. The once brilliant Western civilization is rapidly withering, and many people gradually degenerate under this background. In the background of money society, the relationship between people is also alienated. All kinds of moral ethics in the past no longer exist. People who put their spirit on the wasteland are living a life of walking dead. However, Eliot's Wasteland reflects people's pessimism after the first World War, among which religious belief gradually fades away in people's hearts, and Western civilization obviously begins to fall. The desolation of Huang Yuan in his works is very obvious. There is no "love" as a connection between God and man, between man and man Empty and barren wasteland [4].

4.CONCLUSION

To sum up, poetry is not a shallow aesthetic description. In fact, it contains a lot of implications. In American literature, the image of wilderness reflects the fall of civilization and the change of people's spirit under the background of the times. This is a shocking experience.

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Countermeasures for Optimizing Experimental Teaching of Diseases of Traditional Chinese Medicine in The New Era

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Abstract: With the continuous reform of China's education system and the continuous transformation of agricultural economy, farmland has gradually developed into the planting base of traditional Chinese medicine. Therefore, colleges and universities put forward higher requirements for the cultivation quality of Chinese herbal medicine protection talents to meet the development needs of traditional Chinese medicine. In order to meet the needs of society, it is particularly important to optimize the teaching of traditional Chinese medicine. Based on the above situation, this paper briefly analyzes the problems existing in the experimental teaching of traditional Chinese medicine diseases. At the same time, it is necessary to clarify the experimental teaching objectives and enhance the practical ability; to increase comprehensive experiments to cultivate students' ability to analyze and solve problems; and to make full use of network and information technology to improve the teaching quality the effective optimization of learning puts forward constructive suggestions. It is hoped that this study can provide effective reference for teachers' teaching work.

Keywords: New period; Diseases of Chinese medicinal materials; Experimental teaching; Optimization; Countermeasures

1.INTRODUCTION

The course of disease of traditional Chinese medicine is an important course of traditional Chinese medicine. It covers a wide range of contents. In addition to the knowledge related to the types and causes of diseases and insect pests of traditional Chinese medicine, it also contains the theory of disease prevention and control of common Chinese medicine. Through learning this course, students can not only master and apply the disease related knowledge of traditional Chinese medicine, but also improve the disease identification of traditional Chinese medicine In order to cultivate the skilled talents who meet the social needs, how to optimize the experimental teaching mode of traditional Chinese medicine diseases is a problem that teachers must think about and solve.

2. PROBLEMS EXISTING IN EXPERIMENTAL TEACHING OF DISEASES OF CHINESE MEDICINAL MATERIALS

At present, colleges and universities often face the following problems in the process of experimental teaching of diseases of Chinese medicinal materials

2.1 There are more confirmatory experiments and less exploratory experiments. In the traditional experimental teaching, teachers only pay attention to the design of confirmatory experiment and ignore the design of inquiry, which can not effectively cultivate students' divergent thinking, which leads to the low awareness of students' innovative thinking, which is not conducive to the improvement of students' innovative thinking level.

2.2 Lack of ability to analyze and solve practical problems. In the process of daily experimental teaching, teachers did not lead students to the planting site of traditional Chinese medicine to conduct on-the-spot investigation and diagnosis of relevant disease types, and only paid attention to the explanation of the experimental content of textbooks, which led to the students' failure to effectively combine theoretical knowledge with practice, which was not conducive to the improvement of students' ability to analyze and solve practical problems.

2.3 The utilization rate of network and information technology is not high. Under the application of the traditional teaching mode, teachers did not apply the information-based teaching methods to the experimental teaching of Chinese medicinal materials diseases, and lacked the construction and application of the database of Chinese medicinal materials diseases, which led to the difficulty of effective collection, sorting and preservation of relevant disease data.

3. OPTIMIZATION OF EXPERIMENTAL TEACHING OF DISEASES OF TRADITIONAL CHINESE MEDICINE IN THE NEW PERIOD

3.1 Clear experimental teaching objectives and enhance practical ability

In order to better enhance students' practical ability and cultivate students' awareness of learning for practical use, teachers should attach importance to the definition and formulation of experimental teaching objectives, so that students can improve their learning ability under the guidance of experimental objectives. First of all, students should be guided to make full use of the knowledge of traditional Chinese medicine in disease diagnosis base. Secondly, guide the students to use the microscope to observe the diseases of Chinese medicinal materials carefully, and complete the preliminary diagnosis of the disease types. At the same time, according to the students' learning situation and cognitive ability, we should design

the exploratory experiments that students are interested in. In the exploratory experiments, students can learn how to isolate and identify the original bacteria types of Chinese medicinal materials, so as to improve the students' autonomous learning ability and ability The purpose of independent inquiry ability. Only in this way can we fully stimulate and mobilize the enthusiasm of students and provide a strong guarantee for further improving the efficiency and effect of experimental teaching.

3.2 Add comprehensive experiments to cultivate students' ability to analyze and solve problems

In order to better cultivate students' ability to analyze and solve problems, teachers should pay attention to the design and increase of comprehensive experiments, so that students can improve their ability of independent thinking and comprehensive application of knowledge [3]. In this process, first of all, the teacher should let the students go out of the classroom, go to the nature, lead the students to the Chinese herbal medicine planting site, let the students carry out the disease identification experiment of Chinese herbal medicine in the field, so as to complete the comprehensive observation and diagnosis of the disease symptoms of Chinese herbal medicine. At the same time, in order to improve the efficiency and effect of experimental teaching, teachers should pay attention to the application of group cooperative learning mode [4], so that students can quickly complete the comprehensive observation of diseases in the learning group, and record and save the state and disease characteristics of Chinese herbal medicine diseases in the field in detail, and at the same time, they should also do a good job in the related diseases Collection and arrangement of specimens. After the experimental class, the teacher should arrange the following learning tasks for the students. For example, each group should sort out and share more than five kinds of disease identification and diagnosis process of traditional Chinese medicine, and at the same time, they should also provide field disease photos and pathogenic bacteria photos. In addition, they should write relevant experimental reports according to the final experimental results.

3.3 Make full use of network and information technology to improve teaching quality

In order to further improve the quality of experimental teaching and cultivate students' information literacy, teachers should establish the concept of keeping pace with the times, give full play to the application of network and information-based teaching means, fully share learning resources, and improve the utilization rate of learning resources, so as to ensure students' learning efficiency and effect [5]. In this process, first of all, teachers should store their accumulated materials related to the diseases of Chinese medicinal materials in the database, such as the symptom photos of traditional Chinese medicine diseases, the morphological pictures of pathogenic bacteria and the related cultivation photos, and constantly enrich the contents of these materials to ensure the diversity and richness of experimental teaching materials. Secondly, teachers should pay attention to the opening of network excellent courses, and use video to show students the morphological change process of various Chinese herbal medicine pathogens, so that students can understand and learn the disease-related knowledge of traditional Chinese medicine more vividly and intuitively. At the same time, through the opening of network quality class, the limitations of traditional teaching class can be broken through, and students can use the network anytime and anywhere Online learning, which is flexible and multilateral, plays an important role in improving students' autonomous learning ability and helping them consolidate and review their knowledge.

4.CONCLUSION

To sum up, in order to improve the quality of experimental teaching of traditional Chinese medicine diseases and cultivate high-level, high-quality and high-capacity talents of traditional Chinese medicine protection under the background of the development of the new era, in addition to the above three aspects, college teachers should establish the concept of keeping pace with the times, constantly improve their teaching ability, and constantly modify, optimize and perfect the practice Only in this way can students' practical ability and experimental teaching level be improved.

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Reflection, Construction and New Changes: Thematic Creation in The Perspective of Chinese Modern and Contemporary Art

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Abstract: As early as 2012, China's Department of culture and arts, together with the Central Academy of fine arts, established the national subjectivity of the art creation research center. In the future art development of our country, they have carried out in-depth research on the subjective art creation. At the same time, the relevant departments also regard the research of art creation as a contemporary cultural phenomenon and bring it into the field of education and research in art colleges and universities in China. In the analysis process of this paper, mainly from the perspective of reflection, construction and new changes, the thematic creation under the vision of Chinese modern and contemporary art is analyzed and elaborated.

Keywords: Reflection; Construction; New change; Subjective creation

1.INTRODUCTION

In the process of art development at this stage, the research on thematic creation also needs to be able to effectively solve the requirements of other disciplines, so as to carry out a more comprehensive analysis and thinking in the process of development. In this way of thinking, people need to form a kind of learning thinking logic based on subjective creation, which can clarify the nature of thematic creation, and also need to carry out research on the implementation of thematic creation[1-2].

2. INNOVATIVE THINKING IN ADJUSTMENT

In the process of new China's art research, it can be understood as a form of national national art. Therefore, during the period of the founding of new China, the theme creation based on the historical period has a certain effect of paradigm, not only in the choice of theme, but also in the style of creation. In the 20th century, the thematic creation in China has experienced many important historical links, such as resisting U.S. aggression and aiding Korea, the Long March, the emergence of leaders, heroic models and the great leap forward, which has a great impact on the content of creation. In the process of art creation in this period, a certain obvious paradigm has been formed in the thematic creation. For example, there have been a number of representative works of art, such as the founding ceremony and the chairman's travels all over the country. At the same time, the art works of this period have deeply affected the growth of several generations. And this kind of artistic influence, based on the "paradigm" theory analysis, its development in the same process, can effectively reflect the process of Paradigm Innovation.

After China's reform and opening-up, China is moving towards a diversified development, which makes a long-term development and Reform in the spiritual field of our people and in the creative style of some fine arts. In the process of contemporary thematic creation of Chinese art, we are constantly abandoning the old paradigm, as well as being able to innovate. Therefore, for the theme creation of Chinese art at this stage, it is mainly reflected in the process of transformation and change of some old paradigms. The analysis from the perspective of artists is mainly about how to make effective adjustment after the crisis, so as to reconstruct the paradigm.

For example, in Ma Gang's "Mao Zedong meets Nixon", it is a kind of subjective creation of contemporary art, which has the innovation of paradigm. In the process of thematic creation of the work, the overall perspective of the whole picture, as well as the selection of composition, not only effectively depicts the real situation at that time, but also records this historical turning point in such an important diplomatic link. From the author's point of view, in the process of creation, he did not think about the design and conception of this theme from a simple abstract concept point of view, or rely on the traditional way of books, magazines and photos to design. But in the process of creation, first of all, from the same type of theme works, horizontal comparative analysis can be carried out, so as to sort out the creative theme content that you need in such interactive relationship, and then you can effectively use various resources to solve problems, so as to form art works with distinct theme style. Ma Gang himself has shown that in the process of the overall conception of the picture, we can, first of all, express the importance of this history and the image of a great man in an effective picture. Although such a way of thinking will undoubtedly cause certain difficulties to the composition of the picture, only by breaking through such obstacles can we create excellent works.

For the difficulties in the creative process, in the long-term creative process. For example, the angle of handshake, the position and the design of various links are the visual focus that I need to pay attention to in the process of thematic creation of new China. This is also in the formation of the screen, has an important performance effect.

3.THE DEVELOPMENT OF NON STRUCTURAL STYLE

In fact, in China's development process, as early as the May Fourth Movement period, western modernism had a deep impact on the development and reform of China's

culture, which gave birth to more excellent art. For this kind of modernism in the west, it can also have a synchronic impact on China, which contains a strong historical inevitability. In the process of the May 4th movement, it was also actively accepted by some advanced elements. For example, in our country's "son of the earth", the theme is mainly to describe the current stage of the social landscape, in order to reflect the suffering of people at that time. The creation of such works of art is an important responsibility that artists need to undertake when their motherland is in danger. Such works are not created for any class, nor for the dissemination of some kind of humanitarian thought, but are created in the process of artists' life and standing in the historical context.

Therefore, we can know that the research on art creation of major historical and realistic themes in China has a high practical significance. For this kind of research work, it is not an empty creation by artists, nor is it an "old road" to encourage people to take the art. But in the future development process, from the logical thinking of artistic creation, it can promote the evolution of Chinese modern art conscious socialization, which also has a certain historical inevitability. In the analysis of the development process of Chinese modern and contemporary art, it is found that this kind of promotion of national spirit has not only appeared once. As early as the 1920s and 1930s, in that turbulent era, there were a large number of art studios, in order to establish a new China, they made continuous creation and description. For this kind of artistic creation behavior, it is a kind of development that can stand on the cultural orientation of the nation-state. It needs to analyze and think deeply about art. In terms of theme creation, we need to be able to think and analyze the social development and change, and the actual situation of people's livelihood. Moreover, in the process of creation, we also need to pay attention to the creation value of subjectivity, and make effective use of and Research on the theme of nation-state. In the future development of Fine Arts in China, it is a research content that needs to be paid attention to by all kinds of artists.

Moreover, even if the subject content is determined, it is necessary to conduct in-depth research in the process of performance. For example, it is necessary to innovate and develop art forms, composition principles, painting language and so on. For example, for Ma Gang, in the process of creation, based on the feelings and image of these two aspects, the corresponding practice and research. Therefore, in the visual culture era at this stage, in the creation of thematic art, we often need to pay attention to the important value of feeling, and need to be able to create works according to the important element of feeling. But for the composition of the actual principle, it needs to carry on the effective non structural style transformation, and then can very good composition performance. For this composition, there is no design of the subject content. In this way, under the influence of modernism, we need to analyze and think about this kind of creation mode. In this way, it can effectively show the author's real feelings in the works of art, so that contemporary art thematic art works can be rich in high emotional value and artistic value, and promote the development and innovation of China's art.

4.CONCLUSION

To sum up, the feeling of artists is not an imaginary influencing factor. It is a kind of thinking and Research on the theme, which needs to stand in the perspective of history. The rigorous analysis and creation of his works of art can closely link art with national spirit and promote the development of Chinese art.

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Inheritance and Redevelopment of Modern Environmental Art Design

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Abstract: Under the environment of the continuous progress and development of the times, the development of environmental art design in China is more and more rapid. It is no longer excessive pursuit of expensive materials, but the innovation of art design, which is a unique art presenting the history and culture of our country. On the whole, contemporary art design from its own, combined with the quintessence of China's 5000 years of history and culture, on the one hand, it has artistic characteristics, on the other hand, it has the connotation of Chinese traditional culture. This paper mainly discusses the inheritance and redevelopment of art design.
Key words: Modern environmental art design; Inheritance; Redevelopment

1.INTRODUCTION

After the founding of new China, China overthrew the ideas of Confucius and Mencius, the Western Renaissance overthrew the rule of religion, and people were emancipated. After the reform and opening up in 1978, China began to spread Western learning to the East. Since then, China has taken a dispensable attitude towards traditional culture. For a long time, the "taking doctrine" has led to a dead end in the field of environmental art design, lost the direction, China's urban buildings, residential housing began to be similar, environmental art is surrounded by high-tech products, leading to the loss of characteristics of Chinese architecture, it can be seen that successful works of art must have a strong cultural connotation, only the integration of cultural works is soul, so, the inheritance and re opening of modern environmental art design Hair is of great significance to modern art. Economy is the foundation, politics is the concentrated embodiment of economy, and culture is the reflection of economy and politics. In order to improve China's cultural soft power, we must embody the characteristics that China should have in all aspects. Environmental art is the first to bear the brunt, which has become an important symbol of Chinese culture.

2.THE NECESSITY OF INHERITANCE AND REDEVELOPMENT OF MODERN ENVIRONMENTAL ART DESIGN

In today's society, pay attention to spiritual needs and emotional communication, environmental art design emotional, humanized trend is increasingly obvious, at this time, for designers, space experience because of its unique characteristics and the relationship between environmental art design, it is now extremely important, the rapid development of modern cities will inevitably cause the overload of environment and nature, which requires the use of environmental art The design carries on the reasonable design and the layout to the city, thus causes the human environment and the social environment harmonious and the unification, promotes the society to develop forward.

2.1 The development status of modern environmental art design. After more than 20 years of development, China's environmental art design has entered the road of industrialization. Cities have begun to cluster. The combination of art concept and architecture has also realized the combination of economy and culture. However, due to the lack of corresponding industry standards and the corresponding discipline theoretical construction in China's environmental design, the knowledge reserve of relevant personnel is not particularly rich, As a result, the completion of some art projects, such as the current urban public environment, has become unsatisfactory. On the other hand, the construction of China's environmental art is more like copying the western design model. Whether from the perspective of landscape design or public architecture, there is a lack of innovation [1]. For example, some Chinese environmental art designers believe that traditional geomantic science is superstitious and unscientific. Therefore, some buildings do not reflect the traditional culture and national characteristics. In today's society where national culture is more and more valued, we must attach importance to the combination of environmental art design and national culture, and take traditional culture as the breakthrough point, so as to better promote the development of environmental art design in China.

2.2 At present, our country pays too much attention to high-tech building materials and modeling, thus neglecting the organic combination with the surrounding environment and natural ecology. As a result, the design works of the buildings are not matched with the environment, and some of them will cause serious waste of resources. Therefore, with the development of high-tech construction and the improvement of economic level, people's requirements for design works are more and more The higher it comes, some single architectural models are not suitable for today's development, and the old design concept also makes the masses aesthetic fatigue. This requires artists to do a good job in the organic combination of landscape and nature, and to reform the design ideas in a bold way, so as to achieve the harmonious development of man and nature and maintain the original natural beauty, which will reflect higher artistic value and cultural connotation [2]. So the redevelopment of art design is very necessary.

2.3 The real environmental art is emotional. If this

emotion is combined with national characteristics and culture, it will be sublimated into a specific national emotion. The power of the culture expressed by this emotion is infinite, and its design significance has become more profound. Environmental art design should reflect the traditional culture, only in this way can the works designed can better arouse the emotional resonance of the audience.

3. THE MEANING OF INHERITANCE AND DEVELOPMENT OF MODERN ENVIRONMENTAL ART DESIGN

China neither fish nor fowl. 3.1, we should pay attention to the essence of traditional culture and its dross. Secondly, we must constantly innovate and innovate, and learn from China's valuable history and culture. Only by doing well and developing rationally can we design better works, and "I am the main person for my own use" can change the current development pattern of our country. Ethnic minorities have made a very important contribution to the national history and culture. We should respect them, and seriously study and understand them. Only by integrating these into environmental art design can we promote the inheritance and redevelopment [3]. Adding excellent national culture into the original design is like injecting soul into a body with blood and flesh. Such design works are fresh, will not be forgotten by history, and can be better inherited.

3.2 China has five thousand years of culture. With the passage of time, 56 ethnic groups have created innumerable treasure cultures and artistic achievements through their hard-working hands. We must pay attention to the culture of folk art. Culture is developed from practice and created by workers to meet their own life and aesthetic needs. All of them have strong artistic characteristics, Embroidery, printing and dyeing, brocade, clay sculpture, dough sculpture and so on, all have strong artistic characteristics and national culture. To be a popular art is the real mainstream. As an environmental art designer, we should pay attention to the exploration of the essence of folk art, deeply understand and explore it, and then integrate with modern art design, innovate and combine with the development of the times The mainstream art loved by the common people with Chinese characteristics [4].

3.3 We should make it clear that eclecticism is the essence of culture and art. In the process of development and research, blind identification and blind abandonment are not right. Designers must fully integrate them, calm down to study China's rich historical culture, build environmental art design on rich cultural heritage, introduce western excellent culture, and make reference It can be better inherited and redeveloped.

4.CONCLUSION

Nowadays, the development of science and technology has greatly affected and changed the concept of environmental art design. Modern environmental artists play a very important role in the modernization construction. With the development of the times, environmental artists must keep up with the trend of the times, pay attention to the local culture of our country, and pay attention to the influence of traditional culture on art design. In the era of globalization, we should take the traditional culture as the basis The interaction between cultures can achieve the combination of spirit and material, symbiosis and integration, highlight the regional characteristics, and organically integrate the content of cultural essence into modern design works. Such works will also have more connotation. While learning from Western ideas, they will pursue the unity of Chinese and Western culture, the unity of modern and traditional culture, rather than blindly pursue Westernization It is the goal of our modern environmental art workers to express the essence and details of traditional culture and make the works more convincing.

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Investigation and Countermeasures of Freshmen's Adaptability in Private Colleges and Universities

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Abstract: Colleges and universities are the "cradle" of cultivating talents from all walks of life for the society, which has a positive role in promoting social development. According to the survey, every year, freshmen in Colleges and universities will not adapt to the situation because of their own reasons, environmental reasons and other factors. In this paper, the author takes private colleges and universities as an example to conduct a targeted survey on Freshmen's enrollment adaptability. The details are as follows.

Keywords: Private Colleges and universities; Freshmen enrollment; Adaptability survey; Countermeasures

1. THE DEFICIENCIES OF FRESHMEN'S ADAPTABILITY EDUCATION

1.1 Lack of coherence in time

According to the survey, in most colleges and universities in our country, the school does not do a good job in Freshmen's entrance education. For students, they need to adapt to a new environment, so they need to carry out relevant entrance education. Many colleges and universities carry out entrance education only for one or two weeks, only psychological counseling education is given to students during military training. However, with the end of military training, entrance education is also finished. In this short period of one or two weeks, it is difficult for a freshman to grasp and understand the meaning and the essence of the content. Entrance education is just a little bit of water, in order to enable students to better adapt to the campus life [1]. According to the current situation, the psychology of the freshmen in Colleges and universities in China is that they will study the report seriously at the beginning, but once the freshness is over, they will forget the content of learning. In the formal learning life, they will shrink back when they encounter difficulties. They don't know what method to deal with and want to re learn the entrance education. At this time, the enrollment education work has ended.

1.2 The content lacks pertinence

In Colleges and universities, the general entrance education is carried out in the form of general assembly to students to absorb knowledge, the content of teachers' speech is relatively simple, there is no point of view to attract students' attention, lack of innovation. Different students have different doubts. In the process of the speech, the teacher failed to give a specific analysis of the doubts existing in the students. They just summarized them briefly and did not go deep into the hearts of the students.

Then the situation on the scene is that the teachers don't speak with passion on the stage, and the students have no interest in listening to them, so the feasibility is not enough.

1.3 Lack of diversity in form

In Colleges and universities, the entrance education for freshmen is carried out by the unified organization of the school, the use of a more traditional way, the form is relatively simple. Tutoring freshmen is generally teachers or school leaders, the age gap is relatively large, do not understand the needs of modern college students, rarely communicate with students, the traditional way of education will only speed up the students' weariness. According to the current situation, some teachers in the teaching process, or with the teacher's shelf, did not create a good, harmonious learning atmosphere, can not timely understand the psychological changes and needs of students, for their life problems also failed to achieve a comprehensive answer, cursory, so it is difficult to cultivate students' interest in learning.

1.4 Lack of systematicness in organization

With the development of society, education is also in the process of continuous reform, but at present, most colleges and universities still do not have innovative teaching methods, teaching forms are relatively simple, failed to stimulate students' interest in learning. In the context of higher education, people's understanding of it is also deepening, and the country has begun to vigorously promote higher education. Many colleges and universities gradually introduce it into the education of their own school, which promotes the continuous expansion of the scale of the University, and the competition between colleges and universities in the society is increasingly fierce. Once backward, it will lose its status in the society [2]. In the past, it was very difficult for students to enter the university stage to study, but with the continuous reform of the system, there are many types of colleges and universities in today's society. How to attract students to further study in our school? How can we improve the level and ability of running a university? It has become a problem that colleges and universities should think about. In China, the work of entrance education is just started when freshmen enter university, and it starts relatively late. However, the current situation is that the college entrance examination students begin to fill in the application form after a period of time after the college entrance examination. Some school teachers do not give accurate guidance and analysis, so that the students' awareness of

the choice of colleges and majors is not enough, relatively confused. In addition to a small number of colleges and universities can enter key high schools to introduce their majors to students, most colleges and universities still can not give professional Opinion, this situation will easily lead to blind psychology of students, resulting in the phenomenon of filling in and submitting applications blindly.

2. COUNTERMEASURES OF FRESHMEN'S ADAPTABILITY EDUCATION

2.1 Extend the time of Freshmen's adaptability education

In order to better carry out entrance education for students, schools should extend the time of education, not only during military training, but also organize seminars on Adaptability Education for students from time to time after enrollment education, so as to understand a series of problems of students in the semester. Not only that, the entrance education of students should be carried out to the end of the semester, so that they can better adapt to the university life and get more good guidance and help in a long period of time.

2.2 Targeted professional guidance and vocational education planning

In Colleges and universities, there will be a variety of majors, and each major needs to obtain different information. For a senior teacher, the status quo of the professional development should have a more say, students will be more easily convinced of what professionals say, not only old students, but also new students will accept, as the saying goes, "there is a specialty in technology", which is the truth. Not only that, in order to carry out professional guidance and career planning education more deeply, the school should send a professional teacher to each major to teach. The purpose is to enable the freshmen to understand the meaning of the selected major more comprehensively and improve the learning efficiency.

2.3 Colleges and universities actively enter all kinds of middle schools to carry out school publicity and professional introduction to "prospective freshmen"

Colleges and universities want to attract more students to come to our school, then after the college entrance examination, all kinds of schools should carry out publicity, and the school's major should be accurately explained to students. In addition, the form of playing video can be used to broadcast the surrounding, campus, teaching, accommodation and food environment to students to watch, so that they can find their own future development trend. Not only that, university teachers can also hold introduction lectures in various middle schools to patiently answer students' doubts about their major, guide students how to choose their own major, so that they are no longer confused on the way to choose a major, so that the new students who are about to enter university life will know all aspects of the school in advance, so that they can adapt to the new environment more quickly after the beginning of school.

2.4 Carry out professional training for counselors, improve teachers' welfare and recruit talents

In order to improve the teaching quality, colleges and universities should strive to improve the welfare of teachers, recruit talents in time, and recruit counselors in strict accordance with the requirements, because the most people freshmen contact during their enrollment are counselors. There will be students from all over the world on campus, who are unfamiliar with the new environment. Once there is a problem, the first thing they think of is counselors, Therefore, counselors are the most indispensable position in Colleges and universities, and the content of their work is particularly important. Therefore, the school should improve the recruitment threshold of counselors, organize professional training activities for them regularly, so that they can answer questions for students more accurately and clearly. In the long-term contact process, students will rely on counselors to open their hearts in front of them, and they will become good teachers and friends of students as well.

3. CONCLUSION

The adaptive teaching of college freshmen plays an important role in promoting students to adapt to college life as soon as possible. In this paper, the author makes an in-depth investigation on the adaptability of freshmen, and puts forward some countermeasures, such as prolonging the adaptive education time, carrying out targeted professional guidance and planning, strengthening school publicity and introduction, and improving the professional quality of counselors, hoping to promote college freshmen faster To adapt to the new life to provide help.

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Training Mode of Innovative Talents of Finance Specialty Based on Four in One

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Abstract: Under the new situation, the financial major aims to promote innovation and promote development. It can not only cultivate emerging industries, but also transform the tradition. In the long-term development, it can maintain a good practical activity construction. Financial specialty is a basic discipline. In the construction process of innovative talent training mode, it is necessary to improve the practical construction effect on the basis of market demand. From the four different perspectives of educational philosophy, knowledge system, teaching platform and teaching methods, we should make overall development, increase infrastructure construction, improve the practical level of talents, and lay a good foundation for the further cultivation of innovative talents. Therefore, this paper first puts forward the main problems that need to be explored, and then, combined with the current situation, formulate a scientific "four in one" construction path.
Key words: Four in one; Financial specialty; Innovative type

1. RAISING THE QUESTION

In the new era, China's economy has experienced rapid development and began to transform to other stages. In the process of transformation, the advantage of "demographic dividend" of domestic economy has gradually improved, and some high energy consumption development has been unable to effectively match people's demand [1]. In addition, in the process of economic development of globalization, it is necessary to combine the extension trend of internationalization for construction and adjustment. Under the goal of innovation and development, the education construction of financial specialty can maintain the effective integration of multiple disciplines. From the current situation, in the course of long-term exploration of talent training mode, both the mode management mode and the ideological culture need to implement effective integration and development on the basis of education and industry. The four in one talent training mode can effectively combine teaching, practice, scientific research, innovation and entrepreneurship together [2]. However, in the process of practice, the training of financial professionals is not only poor, but also lack of knowledge and focus. Only at the important level of "having knowledge and being able to operate", can we maintain reasonable innovation on the basis of comprehensiveness and develop towards the construction of compound talents. In view of this, how to cultivate innovative talents of finance? It has become the focus of research under the current situation.

2. THE CONSTRUCTION PATH OF FOUR IN ONE

INNOVATIVE TALENTS TRAINING MODE OF FINANCIAL SPECIALTY

2.1 Innovation of financial education concept

For the financial profession, we need to combine our own actual situation, constantly strengthen the corresponding financial service real economic development, and on the basis of the national strategic objectives, coordinate the development, and build an effective construction mode of "four in one". To a large extent, the construction of "four in one" requires first of all to change the original educational concept, maintain sustainable development, and extend to the main realm of "teachers, preach, impart knowledge and dispel doubts"[3]. At this time, teachers and students study together and study together, they can maintain reasonable teaching and construction concept in the common progress. The teacher is not only a knowledge explorer, but also an extender of knowledge, which can help students maintain reasonable extension of professional skills and knowledge based on the professional connotation of finance. To a certain extent, self-renewal of knowledge should be carried out in the direction of professional comprehensiveness, the cultivation of humanistic connotation value should be maintained, the key points of students' work should be clarified, and good behavior habits should be formed. We should establish a teaching management system to guarantee the implementation of practical courses, and make clear the construction basis of students' participation in financial innovation. On the basis of innovation and entrepreneurship projects, flexible use of construction objectives, scientific implementation design and evaluation. Using the ideal of the society, we can provide more financial support for finance major, optimize the teaching environment and provide more practice opportunities for students.

2.2 Innovation of financial professional knowledge system

First of all, the foundation of practical financial knowledge is needed. On the basis of the basic knowledge system, we should carry out orderly innovation, follow the pace of the times, and increase the content update of the frontier. Secondly, on the basis of case analysis, it is necessary to combine abstract theoretical knowledge with concrete practical knowledge, so as to stimulate students' interest in learning, maintain the latest market operation foundation, solve bank risk management problems, analyze small and micro financial problems, increase network financial management, maintain the infrastructure of supply chain, and lay a good foundation for the next development 。

2.3 Innovative teaching platform for finance major

At this time, in the process of implementing the construction of innovative talents training mode of financial specialty, it is necessary to use the construction mode of informatization to implement effective construction and development. First of all, we need to use the way of network teaching to build an effective network platform, which includes the part of online lesson preparation, the main content of teaching materials, and the construction method of online communication, so as to build a diversified assessment method. In many developed countries, many of them use online video conferencing to strengthen the communication between teachers and students, so as to solve the geographical constraints and reduce the time constraints. Reasonable integration of students, experts and enterprises can solve the basic problems of production, teaching and research, and lay a good foundation for the next step of development [4]. Secondly, financial specialty needs to implement effective construction and development on the basis of production, teaching and research. Not only need to pay attention to the training methods of technical talents, but also need to constantly improve the frontier knowledge of financial specialty on the basis of informatization. Under the current situation of staying at home, students can also get rapid knowledge growth, lay a foundation for the learning of basic financial knowledge, and promote the effective training of innovative talents.

2.4 Innovating teaching methods of finance major

First of all, it is necessary to construct the research-oriented construction goal by combining the actual development needs of the financial specialty. In other words, it is necessary to highlight the central position of students and construct scientific teaching methods on the basis of teaching core literacy. In addition, it can also effectively introduce foreign resources and combine theory and practice to promote the sustainable development of professional teaching. Finally, in the process of teaching, we need to adhere to the main idea of the scientific outlook on development, increase the effective cooperation with major financial institutions, and establish a two-way training and practice base. Select professional talents, implement corresponding lectures and lectures, maintain reasonable interest, build foundation, understand the latest market situation, and lay a good extension path for the extension of innovative thinking [5].

3.CONCLUSION

With the progress of society, the talent training mode based on "four in one" is not only the training direction of innovative talents of financial specialty, but also can enrich the corresponding activity practice carrier from the perspective of macro economy. Colleges and universities can also actively build a good external environment under the situation of mutual benefit and win-win, and promote continuous innovation in the field of financial technology. Financial students also need to constantly improve the foundation of industry development on the basis of professional competence. On the basis of the strategy, optimize the knowledge system, in the "four in one" vision, to achieve the expected construction goal of innovative talents, and lay a good foundation for the development of high-end professional talents.

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Research on Teaching Current Situation and Reform Path for Tourism Management Major in Application-oriented Undergraduate Universities

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Abstract: With the continuous reform and innovation of China's education, the teaching methods of many schools have undergone great changes, and the tourism management major of some undergraduate colleges is one of the subjects with great changes. Due to the continuous improvement of our people's living standards, people's quality of life and requirements are also higher and higher, and through tourism to alleviate some of the pressure in life is very recognized. Therefore, China's tourism industry is developing rapidly, which is a congratulatory thing for the students majoring in tourism management. Therefore, in this paper, the author analyzes the content of Application-oriented Colleges and universities, expounds the problems in the teaching process of Tourism Management Major in undergraduate colleges, and explores the specific implementation strategies of Tourism Management Major Teaching in application-oriented universities.

Keywords: Application oriented; Undergraduate colleges; Tourism management; Teaching status; Reform; Research

1.INTRODUCTION

Due to the rapid development of China's society, resulting in a large number of talent shortage, and the emergence of Application-oriented Undergraduate Colleges and universities to make up for this, not only very good to meet the social and economic development process of talent demand, but also a good solution to the employment problem of undergraduate students. Among them, tourism management major in undergraduate colleges is an important discipline, and in the process of rapid development in China, tourism management major is also facing great challenges. Therefore, in the tourism management major of application-oriented universities, the relevant leaders of the school should strengthen the training of theoretical knowledge and practical ability of students majoring in tourism management, so as to better meet the needs of the school. Only by making the tourism management major of Application-oriented Universities achieve the teaching objectives that should be needed, can the tourism industry of our country get a long-term development.

2. SPECIFIC CONTENTS OF APPLICATION-ORIENTED UNIVERSITIES

The application-oriented university is a kind of application-oriented undergraduate college. This type of undergraduate college mainly aims to cultivate high-quality, strong specialty and meet the needs of the society, and in the process of running a school, it also needs to be associated with social development, so that the students of this application-oriented undergraduate college have a strong social adaptability [1]. Therefore, the emergence of Application-oriented Colleges and universities not only meets the needs of social development and economic development in China, but also promotes the transformation of teaching concepts and teaching methods in Colleges and universities in China to a certain extent, and overturns the previous teaching concept of attaching importance to theory and neglecting practice, which can better promote the development of our society.

3. PROBLEMS EXISTING IN THE TEACHING PROCESS OF TOURISM MANAGEMENT MAJOR IN APPLICATION-ORIENTED UNIVERSITIES

In recent years, China's economy has entered a stage of rapid development, which leads to people's higher and higher requirements for the quality of life. Many people in China like to use tourism to alleviate the pressure brought by work, life or study, and use the way of tourism to develop more things that they can't see or think of at ordinary times, so the income of China's tourism industry It is increasing every year, which also shows the recognition of Chinese people for tourism. All of the current demand for tourism professionals in China is very large, and as an application-oriented university tourism management major, can well fill the needs of the society, but to cultivate a qualified, professional, standardized tourism professionals, tourism management professional teachers need to strengthen the teaching content, teaching quality and teaching team Good, which is also some problems in the teaching process of Tourism Management Major in Application-oriented Colleges and universities in China.

3.1 There is no clear teaching content of tourism management major

The teaching content is the key of a subject. If the teaching content of a professional course is not clear, it will have a great impact on the implementation and development of the course, and the tourism management major also needs the relevant professional course teaching to clarify the teaching content, which can not only help students understand the teaching knowledge and teaching content, but also have detailed teaching Planning [2]. But at present,

many colleges and universities in our country do not make clear the teaching content, which also leads to the decline of teaching effect and quality. Tourism Management Major in application-oriented universities is one of them. For example, most of the time, the teachers of tourism management major do not conduct market research on tourism industry, which leads to the fact that teachers can not combine the actual situation of tourism industry with the teaching content in the teaching process, leading to the students of Tourism Management Major unable to meet the needs of the society. In addition, the teachers of tourism management major are not connected with the tourism industry in China, which leads to the lack of connection between the courses of tourism management and the professional knowledge of the industry, which makes students vague and confused when learning tourism management knowledge.

3.2 The teaching objective of tourism management major is not clear

Any subject needs to have a good teaching goal, which is of great help to the improvement of students' learning enthusiasm and interest, and tourism management is no exception. Therefore, it is necessary for relevant teachers to formulate reasonable teaching objectives for students, which is also one of the important contents to improve the teaching plan of Tourism Management Specialty [3]. However, in the teaching of Tourism Management Major in many application-oriented universities in China, most of the teachers of tourism professional courses have not formulated corresponding teaching objectives, which leads to the students' vague sense of direction in the learning process. Moreover, due to the complexity of the content of tourism management major, many students' learning knowledge is relatively shallow, all aspects know a little, but they do not It is very proficient, and without a teaching goal, it is easy for students to get lost in the learning process. For example, they are disorganized and don't know what to learn. Over time, they will gradually lose interest in learning tourism knowledge.

3.3 There is no good practice place for tourism management major

A good practice place is of great help to the improvement of teaching quality and teaching effect, and tourism management major is no exception. It also needs a suitable practice place to let students truly feel the significance of tourism management major. However, many application-oriented colleges and universities in China do not provide good practice places for students, which leads to students can only learn some theoretical knowledge, but tourism management major is different from other majors, they need to carry out a lot of extracurricular practice, so that the students of tourism management major can gradually improve [4]. However, due to the school does not set up a good practice place, students can not be able to carry out extracurricular practice, which leads to some theoretical knowledge of students can not be verified, and the theoretical knowledge and practical skills are not well combined, which leads to the tourism management major can not cultivate an excellent tourism professional talents, in addition, under this situation, the students trained in this situation, in fact, can not be verified Practical experience, practical ability and innovation ability can not meet the needs of China's tourism industry, which will lead to the gradual decline of China's tourism industry in the long run.

4. THE REFORM OF TOURISM MANAGEMENT TEACHING IN APPLICATION-ORIENTED UNIVERSITIES

In order to cultivate a reasonable, professional and excellent tourism management professional talents, the relevant undergraduate colleges and universities need to strengthen the requirements of tourism management students. Therefore, it is necessary to make the teaching content, teaching objectives and teaching environment clear and perfect for the tourism management major of Application-oriented Colleges and universities, so that the training of Tourism Management Major in Application-oriented Colleges and universities has strong practical ability and innovation The application-oriented tourism management talents with good awareness and professional skills are also the key to the long-term development of China's tourism industry

4.1 Teachers of tourism management major need to clarify the teaching content

In many educational psychology, it has been said that if there is a clear and clear understanding of the process, the learning project will be very stable and smooth, which will produce correct, stable and positive concepts for learning. On the contrary, if there is no clear cognition and the whole structure is not clear and chaotic, it is difficult to keep focused [5]. This knowledge of educational psychology also well illustrates the importance of a teaching content. Therefore, in the tourism management major of application-oriented universities, teachers of relevant professional courses need to strengthen the clarity of the teaching content, so that the students of tourism management major can understand a clear and clear teaching content, which will not only improve the students' cognition of tourism management major, but also make the students understand the major of tourism management Students are more attentive and focused in learning professional knowledge. In addition, the teaching content of tourism management major also needs to be combined with the actual situation of China's tourism industry, so that the study of tourism management major can fully understand the demand of China's tourism market, and the clear development demand also has important help for students' curriculum learning and planning [6].

4.2 Tourism management teachers need to set teaching objectives

A reasonable teaching goal is helpful to the guidance of teaching direction. The famous American educationist once said: "effective learning is what teaching goal to achieve. This teaching goal needs not only teachers but also students. For example, basketball players need to know how to score and how to score goals, while basketball coaches need to know how to win the game." Therefore, both of them need to be clear about this kind of goal, and the formulation of this kind of teaching goal is no exception in the tourism management major. Therefore,

it is necessary for the teachers of tourism management major to strengthen the improvement of teaching objectives and formulate a reasonable and clear teaching direction, which is of great help to the students of tourism management major. For example, before the professional knowledge of tourism management, let students understand some teaching content and teaching structure, which can not only let students have a clear learning direction in the learning process, but also to a certain extent schedule students' learning enthusiasm and desire for knowledge. In addition, teachers of tourism management also need to let students set a learning goal by themselves, and make continuous efforts and progress according to this learning goal [7]. Only through the joint efforts of professional teachers and students, can the students of tourism management major learn tourism management knowledge efficiently, happily and actively.

4.3 The school needs to provide suitable practice sites for students majoring in tourism management

Chinese President Mao Zedong once said, "practice is the only criterion for testing truth." If you want to do research on theoretical knowledge, you need to do it before you know whether it is in line with reality only through the results. Therefore, in view of this situation, teachers of Tourism Management Major in application-oriented universities need to strengthen the combination of theoretical knowledge and practical content of tourism management, and let students verify theoretical knowledge through practice, which can not only improve the professional ability of tourism management majors, but also meet the development needs of China's tourism industry [8]. In addition, the relevant undergraduate colleges and universities also need to provide students with corresponding practice places, so that students can apply their learning of tourism knowledge, and verify some tourism theoretical knowledge. This will not only improve their practical ability, but also accelerate their impression of theoretical basic knowledge, which is also the key to cultivate a qualified and excellent tourism management talents.

5. REFORM PLAN OF TOURISM MANAGEMENT MAJOR IN APPLICATION-ORIENTED UNIVERSITIES

Due to the rapid development of China's tourism industry, the demand and requirements for tourism management talents in the tourism industry are becoming more and more stringent. However, the current talent training methods of relevant tourism management colleges and universities in China can not meet the needs of the tourism industry, such as some employment standards, practical ability, professional skills and other aspects are not up to standard [9]. Therefore, for the rapid development of China's tourism industry, it is necessary to cultivate more professional tourism management talents. Therefore, it is necessary for relevant educators to reform the teaching methods of tourism management, and find out the content in line with the teaching development of Tourism Management Major in China in the process of reform The following reform methods:

5.1 Strengthen the reform of talent training program

According to the investigation and research, there are two problems in the training of tourism management talents in China. One is that the trained tourism management talents can not adapt to the tourism industry, and the other is that the tourism management talents can not meet the requirements of China's tourism industry. Therefore, in view of this situation, first of all, the relevant undergraduate colleges and universities should strengthen the reform of personnel training, and formulate a concept of "zero distance" in the training program. This concept mainly refers to the zero distance between the goal of talent training and the development of tourism industry, the zero distance between discipline knowledge and tourism professional knowledge, and the zero distance between the internship site and the actual Tourism Management workplace, And in the teaching process of tourism management, strengthen the combination of tourism management professional skills and practical ability, so that students' thinking and professional skills can be integrated into the tourism management industry.

5.2 Change teaching methods and formulate strict assessment methods

At present, many application-oriented colleges and universities in China are using the credit system assessment method of tourism management. This assessment method will make students produce the idea that the score is greater than practice, and in the long run, it will also make students' thinking ability and innovation ability gradually decline. Moreover, many teachers' teaching methods are very single, which is difficult to arouse students' interest in learning. Therefore, in view of this situation, we need to reform the assessment mechanism of application-oriented universities, such as the assessment mechanism combining practice and theoretical knowledge, such as the assessment method of 40% of the results of practical examination, 40% of theoretical examination and 20% of daily performance, which can be improved The importance and learning effect of tourism management major. In addition, teachers of tourism major also need to adopt flexible and interactive teaching methods to improve students' learning interest, such as free discussion in class, actual case analysis, multimedia teaching and other teaching methods, adjust the classroom teaching atmosphere, and encourage students to carry out independent thinking, innovation ability and learning interest, so as to make application-oriented colleges and universities The students majoring in tourism management are more suitable for the development of China's tourism industry.

6.CONCLUSION

In this paper, the author analyzes the content of Application-oriented Colleges and the teaching contents, teaching objectives, practice sites and other contents of Tourism Management Major in Application-oriented Colleges and universities, and expounds the corresponding reform methods. Finally, it studies the reform of talent training program, teaching methods and assessment mechanism, hoping to give Application-oriented Undergraduate Teachers of Tourism Management Major in Colleges and universities bring

help.

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New Media and Ideological and Political Education in Colleges and Universities

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Abstract: With the advent of the new media era, ideological and political education in Colleges and universities is facing new opportunities and challenges. To carry out ideological and political education in Colleges and universities in the era of new media, it is necessary to optimize and improve the education mode reasonably. Integrating new media into the ideological and political education system of colleges and universities can improve the overall quality of education, help to build a team of teachers with new media literacy, and then master the initiative of Ideological and political education in Colleges and universities. This paper will explore the new media and ideological and political education in Colleges and universities, hoping to provide valuable reference for related research.
Keywords: New media; Ideological and political education in Colleges and universities; Discussion

1.INTRODUCTION

New media is the necessary trend of future development. Compared with the traditional media, new media is mainly supported by network information technology and digital technology. It has unique application advantages and can make education resources more diversified. Its application in Ideological and political education in Colleges and universities will help to improve the new media literacy of teachers and promote ideological and political education in Colleges and universities It has an important impact on the development of education. However, new media also has some disadvantages, such as the information dissemination is more casual, which brings a lot of challenges to the ideological and political education in Colleges and universities. Therefore, ideological and political teachers in Colleges and universities must strengthen the exploration of new media, grasp the changing advantages of the new media era, and innovate the ideological and political work in time, so as to effectively improve the quality of Ideological and political education in Colleges and universities.

2. OPPORTUNITIES BROUGHT BY NEW MEDIA TO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Enriching educational resources

New media has the characteristics of wide coverage of network system, which can enable users to query the information they want in real time, and realize resource sharing, which is also the advantage of education in the new media era. This feature has brought great advantages to the ideological and political education in Colleges and universities. Applying it to the ideological and political education in Colleges and universities can change the traditional education mode and establish a new media learning platform combining theory and Practice for students, which helps to improve the overall quality of education, and then promote the long-term development of Ideological and political education in Colleges and universities.

2.2 Enhance the interest of Ideological and political education

Under the traditional ideological and political education in Colleges and universities, teachers are often influenced by traditional education, and still use a single teaching mode when carrying out ideological and political education, which makes the teaching atmosphere very boring and boring, and can not stimulate students' learning enthusiasm. The application of new media has changed this situation. The application of new media to ideological and political education in Colleges and universities can enhance the interest of teaching. Teachers can play some videos and pictures for students through multimedia technology to attract students' attention, and then effectively enhance students' interest in learning, which helps to create a positive and good teaching atmosphere, so that students can actively participate To the ideological and political education work [1].

2.3 Improve the efficiency of Ideological and political education

New media has a huge amount of information resources. The application of new media technology to ideological and political education in Colleges and universities can increase the diversity of teaching and help to change the current situation of Ideological and political education. For example, ideological and political teachers in Colleges and universities can realize the innovation of Ideological and political teaching content through Internet technology, formulate targeted teaching plans according to the actual situation of different students, so as to meet the learning needs of students, so as to improve the efficiency and quality of Ideological and political education in Colleges and universities [2].

3. CHALLENGES OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW MEDIA ERA

3.1the traditional ideological and political education mode needs to be innovated

At present, the development of new media technology is faster and faster, all kinds of new media constantly appear, at the same time, the impact of new media on students' thinking and behavior is immeasurable. How to effectively use new media to develop scientific learning activities for students has become a problem that needs attention at present. Ideological and political teachers need

to establish a reasonable evaluation mechanism for students, help students develop correct learning behavior, and innovate the traditional ideological and political education mode, so as to effectively improve the comprehensive quality of students, so as to promote the good development of college students in the future.

3.2 Diversified values have a great impact on Ideological and political education

New media has the characteristics of openness and sharing. Every network user can spread and release information on the new media, which has a great impact on Ideological and political education. As college students are in the critical stage of the formation of values and outlook on life, if they are not properly educated, they will be affected by external thoughts and values, and then easily have negative effects, which is not conducive to the future development of college students [3].

3.3 The virtualization of new media makes some students escape from reality

Compared with the real world, new media has the characteristics of virtualization. The network world constructed by new media is easy to make some students indulge in the network. Many students often waste a lot of time in the network world due to the pressure of entering school or employment, and then weaken their interpersonal communication ability, which has a great impact on the future life of college students.

4. INNOVATE THE WAYS OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE NEW MEDIA

4.1 Strengthen the construction of university network platform

With the development of the new media era, the development of information technology is faster and faster. At present, the network has been widely popularized and has become an indispensable part of people's daily life. At the same time, the status of new media in the field of education is getting higher and higher. The application of new media in classroom education can improve the quality of teaching, and has a great help to promote the development of education. However, there are a lot of negative information and wrong ideas in the network. In order to help college students form correct ideas, the ideological and political education in Colleges and universities must change the traditional education mode in time, strengthen the construction of the network information platform in Colleges and universities, so as to avoid the influence of wrong ideas on college students. Therefore, the ideological and political education workers in Colleges and universities must strengthen the thinking of this issue, shift the focus of work to the construction of campus network platform, create convenient learning conditions for students through new media, and then strangle the wrong ideas and negative information in the cradle. In addition, campus network platform can provide students with massive information resources. College students can choose according to their own learning needs, which helps to improve the efficiency of Ideological and political education in Colleges and universities, and has a positive role in promoting the development of Ideological and political education in Colleges and universities.

4.2 Deepen the content construction of Ideological and political courses in Colleges and Universities

In the new media era, ideological and political education in Colleges and universities must deepen the construction of curriculum content, strengthen the research on the relevant content of Marxist theory, combine the theoretical system and ideological achievements organically, and then deepen the content of Ideological and political education in Colleges and universities. At the same time, we should also innovate the content of Ideological and political education in Colleges and universities. We can make reference according to the actual life of students and fully grasp the ideological mode of students, so as to provide correct values for future teaching work. In addition, the ideological and political teachers in Colleges and universities should follow the law of teaching, make clear the main position of students, give full play to their guiding role, transmit the party's innovative theory to students in a planned way, and combine with some real-time hot spots, so as to meet the learning needs of students and effectively improve the overall quality of Ideological and political education in Colleges and universities.

5. CONCLUSION

For the current ideological and political education in Colleges and universities, the most important thing is to change the traditional teaching concept, integrate new media into the ideological and political education work, so that students can have a more objective understanding of new media, use diversified teaching methods to broaden students' vision, and then enhance students' learning enthusiasm, and finally realize the long-term development of Ideological and political education in Colleges and universities.

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Analysis on Coping Strategies of Psychological Assistance in Colleges and Universities After Public Health Emergencies

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Abstract: Public health emergencies will not only affect the economy and politics of the country, but also endanger the life and health safety of every citizen, as well as psychological impact. College students are not mature in mind. They are easily affected by public health emergencies, and some even bring discrimination. This paper analyzes the discrimination brought by such incidents to college students and the causes of discrimination, focusing on how to deal with the discrimination in the face of students. This is not only a great test for the management of colleges and universities, but also a concern for students' mental health.
Key words: Public health events; Discrimination; Psychological assistance

1.INTRODUCTION

Public health emergencies will have a certain impact on the psychology of college students. For example, the global epidemic occurred at the end of 2019. College students come from all over the world, and there are also some students from Hubei Province who will return to school soon. In the face of discrimination, how can colleges and Universities prevent the occurrence of discrimination against students in epidemic areas, And how to protect the mental health of the students in the epidemic area after the occurrence of discrimination, which is the focus of this paper, in order to provide reference for the work of returning to school in Colleges and universities.

2. RELATED CONCEPTS OF DISCRIMINATION

2.1 Definition of discrimination

The study of social discrimination originated from the study of stigma in the United States in 1960s. In 1963, Goffman E. first proposed the concept of stigma in his book self presentation in daily life. Domestic research on stigma and discrimination began at the beginning of this century. [2] Through the development and research of domestic and foreign scholars, different disciplines have different interpretations of discrimination from different perspectives. We can understand social discrimination as: discrimination is directed against members of a special group. Discrimination is caused by the cognition and attitude of prejudice, which directly points to the target or victim of prejudice. Discrimination stems from prejudice. The manifestations of discrimination vary greatly, from emotive expression language communication or intentional avoidance in social communication to violence, even genocide or religious massacre. [3]

2.2 Classification of discrimination

For a long time, researchers at home and abroad have been interested in the issue of stigma and discrimination mostly focused on finding different dimensions to divide. [4] Generally, common discrimination is racial discrimination, such as black racial discrimination in the United States. Regional discrimination, different from racial discrimination, is that people within the nation are not familiar with other people, cultural and economic differences and inequality, so prejudice and even demonization will occur. Disease discrimination, including physical disease discrimination and psychological disease discrimination, such as mental illness, AIDS, disability and so on. Gender discrimination, such as discrimination against women, the inequality that women's ability is lower than men's in job recruitment. Age discrimination, such as discrimination against older people.

2.3 Causes of discrimination induced by epidemic situation

2.3.1 Cognitive level

From the cognitive level novel coronavirus's unilateral knowledge has led to public misunderstanding of the epidemic situation or exaggerated danger tendency brought by the epidemic, and then made extreme statements and behaviors. Because the virus spreads from person to person, it will produce the virus where it breaks out, then the people in the place will have the intuitive thinking of the virus, which will cause fear to the people of Wuhan and even Hubei, and make excessive preventive actions.

2.3.2 Emotional level

The novel coronavirus brings the psychological impact on the public, and it is a sudden public event. In the face of the epidemic, the internal psychological balance of the individual is broken, and it can not be solved by using the past response mechanism, which will produce psychological emergency mechanism, and discrimination is the most common emergency defense mechanism. In the face of major changes, people will have fear in their hearts. The theory of fear management points out that people will despise the things that make us anxious and afraid by rejecting or belittling.

2.3.3 Communication mechanism

In the era of Internet big data, the network is everywhere. Information spreads rapidly in cyberspace, and there is a certain blind obedience to the public's attention and screening of network information. Gustav Le Pen, a French social psychologist, pointed out in his book "the mob: a study of popular psychology", that when an

individual integrates into a group, all his personality will be submerged by the group, and his thoughts will be replaced by the group's thoughts. When a group exists, he has the characteristics of emotion, no objection and low intelligence quotient. Mass communication of information in cyberspace also has this feature. The reason for discrimination against poor students is that they accept the information exaggerating the epidemic situation.

3. ANALYSIS OF PSYCHOLOGICAL AID STRATEGIES IN COLLEGES AND UNIVERSITIES

With the obvious positive trend of the epidemic situation, all provinces are about to return to school, and colleges and universities are also actively preparing for the start of school. In addition to the hardware measures to ensure the safe operation of the campus, such as dining at different times in the canteen, disinfection work in public areas such as teaching buildings and dormitories, preparation of isolation area, preparation of prevention and control materials, psychological assistance of students is equally important. Especially the psychological aid to the epidemic students.

3.1 University level

Colleges and universities should establish correct knowledge of the epidemic situation for all students through the publicity of "virus isolation, not isolation love". Novel coronavirus pneumonia training courses for college students and the training of psychological aid for the university students in the Ministry of education have been conducted to help college students to carry out disease and psychological guidance. Tiktok should be based on this, and can be edited or edited by the official website of the school, the platform of WeChat public number, the official account of micro-blog, the official shaking platform, etc. In addition, in order to prevent the occurrence of discrimination, we can collect and sort out the existing discrimination phenomena in the society, and the teachers in the psychological center of the school can interpret and correctly guide them. The school should set up a team of psychological counseling teachers who receive vocational training systematically. It is very unprofessional to temporarily find some teachers from other majors as psychological counseling teachers. This is very unprofessional. Some students who ask for help think that the psychological assistance provided by the school is not very effective, which leads to their unwillingness to actively seek help.

3.2 Discrimination against students

For students who hold discrimination, the psychological center and ideological and political counselors should be able to conduct timely education and guidance after finding this phenomenon. Let them take the initiative to recognize their own prejudice and discrimination, as well as the negative impact of this awareness. Through individual talks and other forms, this kind of students can comprehensively and correctly understand the epidemic information, make rational analysis, and do a good job of not believing in rumors, not spreading rumors. The effectiveness of school prevention and control measures is also to ease the students' anxiety and fear caused by the epidemic. Guide students to accept their own negative emotions, and through the correct way of reasonable elimination, such as sports, pour out and other ways.

3.3 Discriminated students

Discrimination has a negative impact on personal psychology, resulting in negative emotions such as self hatred, low self-esteem, self accusation, bad mood, depression, and low academic performance. (Swim JK,Hyers LL,2001). When the students in the epidemic area return to school and are discriminated against, ideological and political workers and psychological guidance teachers should guide students to correctly accept and understand the social panic and discrimination. Schools should pay attention to ways and methods, use empathy, and let students accept and cooperate from the heart. Inform the students of the ways of school psychological assistance hotline and national psychological assistance hotline, and guide students to actively seek help when they feel the impact of discrimination.

The epidemic situation in Colleges and universities may bring discrimination, colleges and universities should be able to do a good job in preventing and resolving measures before returning to school, pay attention to the mental health of every student, and overcome the difficulties.

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English Teaching Reform and Practice in Higher Vocational Colleges

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Abstract: In today's information age, the world has gradually become a whole, and the political, economic and cultural exchanges between different regions of the world are becoming more and more close. Although Chinese is the most widely used language in the world, its influence is mostly limited to East Asia and its influence on the world is limited. English, as the most widely used language in the world's circulation areas, is widely used in the world It has a great influence on the breadth. Therefore, English teaching has always been the basic link of educational institutions, which has a very far-reaching impact on the future development of students. However, due to the common phenomenon of English leaning in higher vocational colleges, which has not been effectively improved, it is necessary to carry out English teaching reform and practical exploration in higher vocational colleges.

Key words: Higher vocational colleges; English teaching; Reform; Practical exploration

1.INTRODUCTION

In China's education system, English, as one of the three major subjects, has always occupied a very important teaching position. To learn English well, students can not only gain more advantages in their studies, but also have considerable social competitive advantages in their future work and life. For higher vocational colleges, the core task of teaching is to cultivate students' practical working ability, so that students can obtain more development space in their future work and life. In today's era, it is an era of talents, but also a diversified era of information exchange. The communication between various industries in the society and the outside world is closer, and there is an urgent need for more talents who know both professional technology and a foreign language to invest in their work and life.

2. THE SHORTCOMINGS OF ENGLISH TEACHING ACTIVITIES IN HIGHER VOCATIONAL COLLEGES AT THIS STAGE

2.1 The old-fashioned English teaching method does not match the students' English learning ability

In the present stage of English teaching activities in higher vocational colleges, the most prominent core problem is that English teaching methods are old-fashioned, can not keep up with the trend of the times, do not meet the requirements of advanced education concepts, and continue the traditional education methods, just let students mechanically memorize English vocabulary and English grammar, not only boring repetitive learning process leads to students' interest in learning Not high, and make the students lack of English expression ability, can not transfer the English knowledge learned into their own English ability. At the same time, for higher vocational colleges, due to the complex source of students, students' English foundation is different. Some students have undergone three years of systematic English training in senior high school, while some students have been promoted through secondary school or skills. Their English foundation is relatively weak. However, in the inherent English teaching system, they can only carry out rigid learning process, resulting in teaching content and There is a great mismatch between students' learning needs, which leads to poor English teaching effect in higher vocational colleges.

2.2 The teaching level of English teachers in higher vocational colleges is different

Although in the current concept of quality-oriented education, focusing on students as the main body of teaching, teachers are only responsible for learning guidance. However, this does not mean that the existence of teachers is not important, or the level of teachers' teaching does not have a great impact. In fact, on the contrary, ingenious "guidance" often tests teachers' understanding of textbooks and teaching level more than clumsy "supervision". Traditional education methods only require teachers to follow the book, while emerging education requires teachers Flexible use of educational resources, heuristic education. However, on the one hand, due to the low entry requirements of English teachers in higher vocational colleges, there is no unified teaching requirement, which leads to different levels of teachers' quality among teachers; on the other hand, teachers live on campus for a long time, and the teaching content of higher vocational colleges is "professional" English. On the basis of the Internet information transmission speed is faster and faster, the occupation should be The English vocabulary used in English is also constantly updated, which directly leads to the English teachers' vocabulary reserve can not keep up with the development of their profession, which leads to the decline of teachers' teaching ability.

3. EFFECTIVE MEASURES OF ENGLISH TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES

3.1 Implement the new mode of interest oriented teaching

English, as a kind of language, contains a wide range, which leads to its knowledge system is very messy and huge. If students lack interest in learning and only study under the teacher's compulsion, it is easy to lose themselves in a large number of repetitive and boring learning process, which will not only produce a sense of disgust for English learning, but also reduce learning efficiency. Therefore, the most effective English learning

method is to let students find the fun of English learning, let students gradually indulge in English learning, establish the reward mechanism of English learning process, so that students can continuously harvest the happiness of learning in the process, so as to carry out continuous and efficient learning process under the traction of interest [2].

3.2 Carry out graded teaching according to the differences of students' English learning foundation

Hierarchical teaching is not a discrimination against students with weak English foundation or praise for students with good English foundation. It is a teaching method based on the actual teaching needs. It can make the teaching content meet the learning needs of students to the greatest extent. It can lay a solid foundation for students with poor English ability, and optimize and improve students with strong English ability, In order to improve the quality of students' English learning. Moreover, it can effectively avoid students' learning content which is not in line with their own learning ability, which can improve students' English learning efficiency to the greatest extent.

3.3 Introduce foreign excellent English talents to improve English teachers' teaching level

There is no doubt that in the current education system, an excellent teacher plays a great role in promoting the smooth progress of teaching activities, and can effectively guide students' English learning life. For higher vocational colleges, on the one hand, it can increase the recruitment efforts and actively introduce outstanding talents from outside; on the other hand, it can also establish the optimization and improvement scheme for English teachers on campus, carry out special talent training plan, and continuously improve the teaching level of English teachers in schools. At the same time, in order to make the quality of English teachers and the forefront of career development, we also need to Let the school teachers keep learning.

4. CONCLUSION

Generally speaking, the reform of English Teaching in higher vocational colleges is a long-term and slow process, which can not be achieved in a hurry. We must fully consider the actual situation of English Teaching in higher vocational colleges, and take improving students' English practical expression ability as the ultimate teaching purpose. Moreover, due to the characteristics of vocational talents oriented cultivation in higher vocational colleges, the teaching contents and professional needs should be made In order to fit in with each other, English Teaching in higher vocational colleges must be inclined to professional content. At the same time, due to the different English scores of vocational college students, resulting in extreme "polarization" development, in order to make English teaching content and students' learning needs match, we can carry out graded teaching. In addition, interest is the core guiding force of students' efficient learning, which must be attached great importance by English teachers in higher vocational colleges.

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Research on the Cultivation of Senior Service Professionals in Higher Vocational Colleges Under the Background of Aging

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Abstract: Under the new situation, with the continuous promotion of the spirit of the 19th National Congress of the Communist Party of China, socialism with Chinese characteristics has entered a new era of transformation. "Medical care for the sick and security for the elderly" has become the focus of attention, and has become one of the tasks of people's livelihood development. In the process of practice, the change of population age structure and family structure has brought great development demand to talent cultivation. At the same time, aging has also opened up a new field of labor demand to a great extent. At this time, the cultivation of elderly service professionals in higher vocational colleges also needs to combine with the current employment situation, analyze the relevant policy guidance, and construct scientific training measures for elderly service according to the future stage.
Key words: Aging; Higher vocational colleges; Pension service major

1. RAISING THE QUESTION

With the further promotion of science and technology, "how to support the old" has become one of the focuses of attention. Aging has brought certain challenges to the social and economic development, and at the same time, it has also brought forward the driving force for the corresponding elderly products or industries. At this time, it is necessary for relevant personnel to find the convergence point between the elderly industry and higher vocational education[1]. And give full play to their own advantages and functions, set up a scientific specialty, and build an effective construction system, so as to lay a good foundation for the development of the elderly industry. On the one hand, it has trained more professional talents for the society; on the other hand, it has met the construction needs of the elderly groups and found the suitable employment point, which laid a good foundation for the next development. However, there is a contradiction between the development of education system and the demand of vocational education[2]. In view of this, how to build a high-quality and effective pension service talent system? Under the background of aging, how to train the talents of pension service in Higher Vocational Colleges? It has become the main content to be explored under the current situation.

2. UNDER THE BACKGROUND OF AGING, THE TRAINING PATH OF SENIOR SERVICE PROFESSIONALS IN HIGHER VOCATIONAL COLLEGES

2.1 Take "development demand" as an opportunity to build vocational education system

From the perspective of modernization, it is necessary for relevant higher vocational colleges to construct corresponding training system from a diversified perspective, remove obstacles, and lay a good foundation for the next step of development. We will increase infrastructure construction, increase the space for growth, and enhance the attractiveness of the service industry. First of all, from the perspective of the government, it is necessary to establish a "3 + 2" talent training mode on the basis of undergraduate connection, organically integrate various departments, provide an integrated construction channel for the cultivation of old service talents, analyze the key points of the industry, and establish the scope of enrollment [3]. Secondly, from the perspective of higher vocational colleges, we need to give full play to the advantages of the elderly service structure, maintain a perfect construction mechanism, and strengthen the communication between various departments. For example, on the basis of "three two section system" and "3 + 2 College and university through", we should set up a "entry road" and build a "development road". Next, vocational colleges need to combine themselves and enterprises together, increase linkage construction, and build "Internet plus education training" development mechanism. In addition, it is also necessary to increase the corresponding training construction for the elderly service-oriented talents in different stages, so as to optimize the structure and maintain the sustainable development of the service industry.

2.2 Develop talent training plan with "post demand" as the goal

First of all, higher vocational colleges and enterprises need to strengthen cooperation to enhance the depth and breadth of the specialty. In order to adapt to the construction and development of modernization, different professional orientation should be set according to the needs of posts. Secondly, on the basis of hierarchical training, it is necessary to maintain reasonable reference and fully consider the infrastructure construction of the city for exporting talents and employment posts. Under the demand of market and post, the corresponding training objectives and training contents should be formulated to suit the local economic construction and development. Finally, we need to build corresponding innovation mechanism to strengthen the docking between Higher Vocational Colleges and enterprises [4].

2.3 Promoting professional connotation construction with "training needs" as the core

First of all, we need to further strengthen the main body value of the industry and enterprises, reasonably implement the professional infrastructure, maintain the rationality of the content and form, and increase the closeness between the industry and the actual enterprises. Strict planning of teaching standards, analysis of "three high" requirements, toward the implementation of standardized professional curriculum system development. Secondly, it is necessary to further strengthen the integration of production and education. On the basis of double qualification, teachers are encouraged to continuously improve their comprehensive quality, enhance practical value and meet the effective development of incentive system. Finally, it is necessary to analyze the employment factors of students on the basis of school enterprise cooperation, so as to attract more students to come to study. Under the vision of "entrance training employment", we should combine theory with practice to improve the applicability and meet the standardized development.

2.4 Promote enrollment and employment reform guided by "market demand"

First, we need higher vocational colleges, combined with the reality, constantly innovate the enrollment mechanism, and further solve the professional status of pension services. We should break the original extension trend, encourage cross provincial enrollment of students majoring in pension services, and then expand the proportion of enrollment on the basis of the construction mode of "three two segmentation system" in secondary and higher vocational education. The government, higher vocational colleges and enterprises should be combined with each other to expand enrollment and ensure the source of students. Secondly, we need to increase the construction of employment security to solve the corresponding employment problems. Combined with the market demand and professional characteristics, help students to formulate reasonable career planning and construction, hold regular double selection meeting for graduates, maintain the employment rate of students at the same time, maintain reasonable counterpart construction, so as to promote the extension and development of the industry, and do a good driving force for the construction of the next step. Finally, it is necessary to combine higher vocational colleges and pension service system, increase employment guidance, increase talent demand forecast,

enhance the quality of employment, and maintain the stability of the industry[5].

3.CONCLUSION

With the progress of the society, the cultivation of elderly service professionals in higher vocational colleges needs to build a multi-level training system of elderly service talents in the aging policy changes, and enhance the corresponding professional level. Strengthen the construction of teaching staff, give full play to the characteristics of talent training, in-depth analysis of the aging problem, targeted development of scientific training path for the elderly. We should set up diversified professional systems such as elderly care and housekeeping services reasonably, carry out education on respecting and loving the elderly, and advocate volunteer and volunteer services. We should strengthen the construction of the training system for employees, advocate the cultural atmosphere of "self-reliance, self-help, and mutual assistance", so as to point out the direction for higher vocational students and find a suitable point for their development.

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Research on The Innovation of Small and Medium Sized Enterprises in The Internet Economy

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Abstract: Under the new situation, with the continuous development and extension of information technology, modern computer technology has been presented to everyone's vision, and plays a promoting and promoting role. For the economic management of small and medium-sized enterprises, the extension of Internet economy is like a "double-edged sword", which not only brings opportunities to the development of enterprises, but also brings certain challenges. At this time, small and medium-sized enterprises need to explore their own development path on the basis of Internet economic thinking. Therefore, this paper first puts forward the main problems that need to be explored, and then, combined with the status quo, formulate scientific innovation measures.
Key words: Small and medium-sized enterprises; Internet economy; Operation and management

1. RAISING THE QUESTION

Science and technology as the first productive force, enterprises also need to use the power of innovation in the process of operation and management to maintain the sustainable development of enterprises. Especially on the basis of global integration, with the continuous development of market economy, information technology and Internet technology are combined with each other. Traditional enterprises have been greatly impacted, and the economic structure has begun to constantly transform [1]. At this time, in the process of implementing economic management, small and medium-sized enterprises also need to increase reform and innovation, extend the construction ideas, and construct the economic management strategic path in line with the times. In the era of Internet economy, Internet thinking presents a brand-new way of thinking. Only by building a production technology that can evaluate the current stage and meet the diversified needs of consumers, can we promote the innovation in management, production and sales [2]. Great changes have taken place in the consumption mode of the public, and the traditional enterprises are more and more difficult to adapt to the new needs of the society. However, it also creates a new opportunity for enterprise economic management to build a collaborative development. Further let the Internet and traditional industries fully integrate with each other, and establish a new economic management innovation model. In view of this, how to promote the orderly development of economic management of small and medium-sized enterprises in the Internet economy? Under the current situation, many scholars need to explore the focus.

2. THE INNOVATION PATH OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE INTERNET ECONOMY PERIOD

2.1 Building the organizational culture of small and medium-sized enterprises in the Internet Era

In the era of Internet economy, small and medium-sized enterprises also need to comply with the development trend of the times, constantly innovate, and carry out reasonable management and empirical construction. In different fields, a lot of massive data information is presented to everyone's vision, and many technical costs tend to be transparent. At this time, small and medium-sized enterprises need to adhere to the main idea of the scientific outlook on development, with the advantages of the Internet, extend their own management ideas, and maintain the sustainable development of market competition. Small and medium-sized enterprises also need to innovate constantly on the basis of enterprise organizational culture and grasp the opportunities in the Internet economy period, so as to promote the sustainable development of enterprises. At this time, small and medium-sized enterprises also need to combine the thinking mode of consumers, partners and employees to further promote the corresponding subjective initiative. It can not only play a good stabilizing effect, but also effectively promote the relationship between the two, and stimulate the enthusiasm of consumers for secondary consumption.

2.2 Promote the optimization and adjustment of resource allocation of small and medium-sized enterprises

For small and medium-sized enterprises, under the traditional concept, the management mode is basically in a closed state. However, with the further extension of Internet thinking, the reform of small and medium-sized enterprises has also been effectively extended and constructed. In such an open environment, enterprises also need to change the original thinking logic and maintain the effective construction of collectivization. Not only need to break through the time limit, but also need to break through the constraints of space, strengthen the market forward power, meet the new external support and development [3]. In addition, on the basis of brand-new construction, we should maintain reasonable service promotion and build a reasonable development concept for the resource allocation of enterprises. In addition, enterprises also need to combine with the actual situation, according to their own scope of activities, to maintain the construction of boundless organizational model. This mode is not only suitable for multinational enterprises, but

also suitable for further extension and development for small and medium-sized enterprises. Small and medium-sized enterprises also need to optimize the allocation, increase social infrastructure, and lay a good foundation for the next step of development.

2.3 Strengthen e-commerce activities

From the current situation, the Internet has injected fresh "blood" into various fields, and small and medium-sized enterprises are no exception. They also need to implement effective innovation and development on the basis of the Internet. This way can not only reduce the transaction costs, but also reduce the corresponding circulation costs. In addition, it can effectively expand the scale of small and medium-sized enterprises and improve the utilization rate of funds. Small and medium-sized enterprises also need to strengthen e-commerce activities on the basis of Internet economy. The Internet economy period can also bring better opportunities for the development of small and medium-sized enterprises. In this way, we can further simplify the transaction process and further promote the development of online transactions.

2.4 Highlight the advantages of "long tail"

From the perspective of practice, the focus of commercial construction needs to be on the basis of mainstream commodities, increase infrastructure construction, reasonably use the advantages of the Internet, analyze the circulation habits of a large number of mainstream commodities, and then effectively extend and construct towards the non mainstream market. In this case, long-term, there will be a "long tail effect.". For small and medium-sized enterprises, it is also necessary to analyze the focus of the construction in reality and maintain the personalized extension path. In other words, it is necessary to extend the implementation of the "long tail effect" in the direction of personalization on the basis of consumer power, so as to present the main value of "long tail effect" to everyone's vision. In the process of innovation construction, we can see that this kind of innovation mode can not only give full play to the advantages of small and medium-sized enterprises, but also lay a good foundation for the sustainable development of enterprises. On the one hand, it can reduce costs for the development of enterprises on the basis of the Internet; on the other hand, it can also implement construction towards diversified products on the basis of consumers [5]. Use the advantage

value of "long tail" to provide driving force for their own progress. We should change the traditional development concept, innovate the talent management concept of the enterprise, innovate the enterprise management organization, and promote the internal harmony of the enterprise and enhance the judgment of the enterprise.

3.CONCLUSION

With the progress of society, in the process of operation and management of small and medium-sized enterprises in the period of Internet economy, they also need to uphold the main ideas of the scientific outlook on development, maintain a good strategic foundation, and provide the driving force for further development. Strengthen the optimization of resource allocation, actively carry out e-commerce activities, create "long tail" advantages, and learn the culture of small and medium-sized enterprises. Competition in a fair environment, create demand and meet challenges. Enhance the competitiveness of enterprises, give play to their own advantages, and maintain a healthy state of competition. Seize the opportunity in the Internet era, combined with the status quo, to build their own economic management innovation path.

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The Cultivation of Cross-cultural Critical Thinking Ability in Arabic Teaching

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Abstract: The social demands facing with world's thorough change have put forward new requirements for the comprehensive ability of Arabic majors. As two kinds of abilities that foreign language majors badly need and lack, Cross-cultural communicative competence and critical thinking ability have their theoretical and practical commonalities, which enables the cultivation of cross-cultural communicative competence and thinking ability to be effectively concatenated through the language communicative behavior in foreign language classroom teaching. Starting with the concept and theoretical model of cross-cultural critical thinking ability, this paper discusses the necessity and feasibility of cultivating cross-cultural critical thinking ability in the teaching of Arabic.
Key Words: Foreign language teaching; Cross-cultural communication; Thinking ability

1. INTRODUCTION

Today, the world situation is characterized by turbulence and upheaval, and the needs of the international community are also changing accordingly. In order to adapt to this new situation, it is necessary for foreign language majors to further enhance their comprehensive abilities and qualities, which also puts forward new propositions and challenges to the talent cultivation of colleges and universities. The researches which have been carried out by domestic and foreign scholars on the cultivation of foreign language majors' ability of thinking ability and cross-cultural competence are as follows.

First, the investigation of the present situation of the critical thinking ability of foreign language majors and the study of its measuring tools. Huang Yuanshen pointed out the phenomenon of "absence of critical thinking" among foreign language majors. This view has been endorsed by many foreign language experts. In addition, more than 20 kinds of measuring tools have been developed by scholars at home and abroad in order to measure and analyze students' critical thinking ability, find out the problems in the development of students' critical thinking ability and seek solutions. At present, two measuring tools developed by Delphi project team are the most widely used: the California critical thinking skills test and the California critical thinking disposition inventory. The reliability and validity of them have been proved. Many domestic scholars have translated and revised these two measuring tools and applied them to the empirical study.

Second, the cultivation of students' critical thinking ability in foreign language teaching. Such researches account for the largest proportion of all studies on the critical thinking ability of foreign language majors, involving skill-oriented courses such as intensive reading

(Wei Ran 2016), writing (Han Shaojie, Yi Yan 2009; Jim McKinley 2013), reading (Kate Wilson 2007), speech (Ren Wen 2013) and knowledge-based courses such as British American and Japanese literature and Culture (Sun Yuhong 2019; Zhang Xun 2020), intercultural communication (Wang Yumin 2014), linguistics (Miao Ning, Miao Xingwei 2015), having a wealth of research results. In addition, focusing on critical thinking ability, many scholars have made theoretical discussions on the reform of foreign language teaching from the aspects of training objectives, teaching methods, testing methods and textbook compilation (Sun Youzhong 2011; Ruan Quanyou 2012).

Third, the connotation, composition, training ways and specific application of cross-cultural competence. The cultivation of cross-cultural communicative competence in the field of foreign language teaching and research mainly includes "infiltration"(Hu Jingbo, Liu Ying 2017), "four-in-one"(Chen Hongte 2013) and "culture immersion"(Lu Juan 2012). In addition, some scholars put forward the "multimodal interactive" cultivation model of cross-cultural competence (Zhao Jing 2019).

To sum up, it is not difficult for us to find that cross-cultural competence and critical thinking ability have been put forward separately in domestic and foreign studies, but the combination of them is still a new formulation, and improving cross-cultural critical thinking ability has not risen to a general consensus. The researches on the cultivation of cross-cultural critical thinking ability have both a profound theoretic value and a strong role of guiding practice in the improvement of teachers' teaching quality and students' comprehensive quality as well as in the promotion of foreign language education reform.

2. THE ANALYSIS OF CROSS-CULTRUAL COMPETENCE AND CRITICAL THINKING ABILITY

2.1 Definition of cross-cultural competence

Cross-cultural competence is one of the core concepts in cross-cultural communication. There are many similar or related concepts; the most typical one is cross-cultural competence. Although there are some differences between them in essence, scholars often equate cross-cultural communicative competence with cross-cultural competence and use them interchangeably in practice. For example, Gao Yihong's paper "'Dao' and 'Qi' of Cross-cultural Communicative Competence" published in "Language Leaching and Research" in 1998 has been changed into "Gao Yihong's Theory of 'Tao' and 'Qi' cross-cultural competence" in Dai Xiaodong's book.

At present, many scholars have defined cross-cultural competence from the perspectives of linguistics,

pedagogy, communication, sociology and so on. For example, Ting Toomey proposed that cross-cultural competence is the ability of communicators to negotiate effectively with members from other cultures to obtain satisfactory results. Kim believed that cross-cultural competence is the internal ability of communicators to make psychological adjustment and adapt to the new environment. Dai Xiaodong pointed out that cross-cultural competence refers to the ability of people from different cultures to interact and dialogue, which involves multi-cultural background and identity. Sun Youzhong also described the core meaning of cross-cultural competence in "Foreign Language Teaching and Cross-cultural Competence Cultivation":

"Respect cultural diversity in the word, have cross-cultural empathy and critical cultural awareness; master basic theoretical knowledge and analytical methods of cross-cultural studies; be familiar with the history and current situation of the target countries, understand the basic characteristics, similarities and differences between Chinese and foreign cultures; be able to interpret and evaluate different cultural phenomena, texts and products; be able to communicate across cultures appropriately and effectively; be capable of helping people from different linguistic and cultural backgrounds to communicate effectively across cultures. "

The definitions from different perspectives complement each other, enrich the specific connotation of cross-cultural competence, and help us deepen our understanding of the concept of cross-cultural competence. According to the researches on the connotation of cross-cultural competence in academic circles, with a view of language learning and foreign language teaching, we can realize that cross-cultural competence is a dynamic developing process, which can be simply summarized as the transformation of emotion, cognition, and behavior, as shown in figure 1.
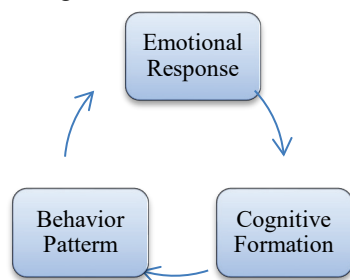

Figure 1

Emotional culture shock and cultural anxiety make cross-cultural communication face many obstacles. In order to solve these problems, the cross-cultural subjects hope to change their behavior patterns and habits established in the original cultural system, cultivate cultural empathy, overcome the sense of cultural superiority and inferiority; change the mode of thinking, overcome set thinking, form correct cognition, and accept the different cultures on the basis of understanding the multi-culture, evaluate and identify the native culture and the foreign culture objectively and fairly, understand and decipher different verbal and non-verbal encodings; and finally implement

them in the way of behavior, conduct proper and effective cross-cultural communication using the acquired cross-cultural knowledge to build good cross-cultural communication relations. Successful communication practice can enhance self-confidence, enable people to participate in cross-cultural interaction more actively, set higher goals for future interaction, and form an undirected virtuous circle.

2.2A review of relevant thinking ability models at home and abroad

2.2.1The two-dimensional structural model

In the late 1980s, the American Philosophical Society led the Delphi project. Under the leadership of the famous philosopher Facione, a two-dimensional structural model has been constructed after two years of in-depth research on the components of the critical thinking ability. This model defines the critical thinking ability as two dimensions: cognitive skills and affective dispositions. The cognitive skills can be divided into 6 abilities: interpretation, analysis, inference, evaluation, explanation and self-regulation. The main components of affective dispositions are inquisitiveness, judiciousness, honesty, fair-mindedness, understanding, flexibility, open-mindedness, self-confidence, alertness and so on.

2.2.2The ternary structure model

In 2006, Paul and Elder proposed a three-dimensional structure model, which consists of the standards, the elements and intellectual traits. The center of this model is the eight elements of thinking, each of which should be measured or tested by standards. The intellectual traits of a person must develop with the development of his or her thinking ability; otherwise efficient thinking ability may lead to narrow egoism.

2.2.3Wen's conceptual framework

Wen Qiufang et.al propose a conceptual framework for assessing Chinese college students' critical thinking skills on the basis of the two-dimensional model and the ternary structure model in 2008. The framework consists of two levels. On the higher level are the meta-critical thinking skills and on the lower level are the critical thinking skills.

Table1. Wen's conceptual framework

The first level:the meta-critical thinking skills		
↓govern		
The second level:the critical thinking skills		
cognitive		affective
the cognitive skills	the standards	inquisitiveness, open-mindedness, self-confidence, integrity, perseverance
analysis, inference and evaluation	clarity, preciseness, relevance, logic, depth, flexibility	

Different from the traditional western theories, the above three theoretical models all have similar affective dispositions, and they consider that cognition and affection are closely related and inseparable. The difference is that the two-dimensional structure model starts from the cognitive skills and is not limited by the thinking content, and its application is more flexible and universal. However, its structure is still relatively

sweeping, and it is difficult to analyze the critical thinking ability in depth. Starting from the elements, the ternary structure model establishes the measurement standard, which is convenient to evaluate the individual thinking ability and promote the perfection and development of the individual thinking ability. Wen's conceptual framework highlights the individual's subjective initiative and condenses the complicated ternary structure model into five standards with clear logic clear and simplicity.

2.3 Cross-cultural critical thinking ability

Literally, cross-cultural critical thinking ability is the organic integration of cross-cultural ability and critical thinking ability. Cross-cultural competence includes cross-cultural cognition, emotional and behavior, and critical thinking ability is one of the essential core elements of cross-cultural competence. However, the emotions and skills involved in critical thinking ability cannot be fully covered in cross-cultural competence. These two sides complement each other. For example, certain emotional traits in the critical thinking ability, such as curiosity about the world, tolerance of, and respect for others, involve problems and frictions in cross cultural interactions, corresponding to the sensitivity of cross-cultural competence to cultural differences on the emotional level and the tolerance and understanding of other cultures. And the emotional traits such as self-confidence, integrity and perseverance in the ability of critical thinking are more related to personal evaluation of themselves. The specific abilities in critical thinking skills, such as analysis, inference and evaluation, are embodied in cross-cultural cognition and behavior. And people will use specific critical thinking skills in specific cross-cultural communication. However, the scope of cross-cultural competence cannot be limited to the frame of the critical thinking ability either. The cultural habits and communication norms involved in cross-cultural competence, to a certain extent, are beyond the control of the critical thinking ability.
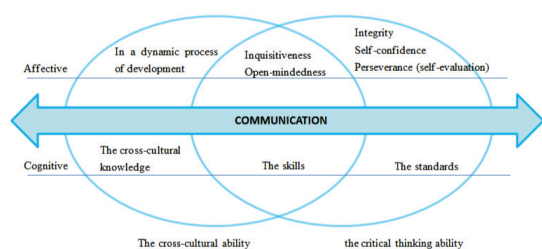

Figure 2

On the other hand, the cross-cultural ability and the critical thinking ability interact and influence each other. In the specific process of communication, people often judge a person's cross-cultural communication ability by his or her external words and behaviors, and then judge his or her inner critical thinking ability by the content of his or her speech. Having a strong critical thinking ability can help us better understand the basic characteristics of Chinese and foreign cultures and similarities and differences between them, and deeply explore different cultural phenomena, texts and products. The cultivation of cross-cultural competence helps to broaden the humanistic knowledge and improve the humanistic accomplishment, which in turn can help to improve the ability of critical thinking and provide materials and space for thinking. Therefore, in the teaching process, students' cross-cultural ability and critical thinking ability cannot be cultivated separately. They should be cultivated and promoted simultaneously in the practice of communication.

3. IT IS IMPERATIVE TO CULTIVATE STUDENTS' CROSS-CULTURAL CRITICAL THINKING ABILITY IN ARABIC LANGUAGE TEACHING

3.1 The current situation of cross-cultural critical thinking ability of Arabic majors

With the continuous development of society and the increasing frequency of international exchanges, the high standard of personnel training has become the main trend of the development of China's higher education. In accordance with the provisions of the "National Standard for Undergraduate Specialty Teaching Quality of Higher Education", formulated by the Steering Committee of the Ministry of Education in 2018, Arabic majors should have the abilities of language application, literature appreciation, national conditions research and judgment, cross-cultural communication, critical thinking and innovation, autonomic study and practice. The regulations clearly put forward that graduates should have the cross-cultural communication ability and the ability of critical thinking and innovation. Therefore, the training of Arabic language professionals in China should be oriented to the international market, help them to develop good critical thinking ability and establish cultural awareness and cross-cultural awareness. Improving the ability of cross-cultural critical thinking should be the main goal of Arabic language teaching.

However, in recent years, the criticism of foreign language majors' weak critical thinking ability in China's education circle has been heard without end. There are many reasons for this problem, such as improper learning methods of students, lack of systematic knowledge system of teachers themselves, the problems of university system, etc. But on the whole, there are two main reasons for the "absence of critical thinking":

First, disciplinary characteristics. The four-year undergraduate study of Arabic major consists of two stages, the first stage is the basic stage of grade one and grade two, and the second stage is the advanced stage of grade three and four. In the basic stage, the main contents of zero-point learning are phonetics, vocabulary, grammar and sentence pattern, and the focus of learning is to master the basic language skills. In the face of such learning content, methods such as reading aloud, reciting, retelling and imitating are widely used in teaching, while the cultivation of students' critical thinking ability is neglected. As a result, students' critical thinking ability has been left vacant for a long time, without effective stimulation and training.

Second, educational goals. The Arabic language education in Chinese universities has focused on the development of students' basic language skills, and TAM (Test for Arabic Majors) has also become an important indicator to identify the level of the Arab language. Many

students regard the acquisition of rating certificate as the main goal of learning Arabic, and they learn language skills such as listening, speaking, reading and writing through mechanical imitation and memory. In order to pursue a high passing rate, teachers also focus on grammar and vocabulary, with little input of humanistic knowledge, which leads to students' single language knowledge system, lack of cross-cultural knowledge and narrow foreign language vision. Undoubtedly, it will affect the cultivation and development of their critical thinking ability.

3.2 The critical thinking ability is the most important "transferable ability"

Transferable abilities, also known as general abilities, are those that, in literal meaning, are not limited to the specific major and can be applied to different work situations. People with transferable abilities are able to adapt to and excel in different occupations and positions. Different from other liberal arts such as management and education, foreign languages are more specialized, but under the increasingly severe employment situation, foreign language majors generally have deficiencies in self-expression, creativity, cooperation with others and adaptation to the society. What the society needs is compound talents, and besides mastering professional skills, foreign language majors should pay more attention to the cultivation of transferable abilities in order to ensure their successful employment.

The Career Service of the University of Vermont and the Law Education Centre of the British Academy of Higher Education Sciences classify such transferable abilities into seven categories, they are critical thinking ability, communication ability, team-work ability, information technology ability, problem-solving ability, investigation ability and independent working ability. Among all these abilities, the critical thinking ability can be said to be the most important. It is the most typical characteristic of a highly educated intellectual, which includes analysis, reasoning, evaluation and other specific skills suitable for a variety of work situations. As part of cognitive ability, the critical thinking ability has no disciplinary or territorial specificity. The critical thinking involved in language learning can also be transferred to other disciplines and different working situations. Nowadays, with the continuous development of society, people's jobs and job content change constantly. A person may be engaged in a variety of jobs in his or her life, and the era of one post to the end is gone forever. Modern society needs capable people, the so-called ability is not only the ability of reading and memory, but also the ability of innovation and critical thinking that can apply theoretical knowledge into practice and make corresponding changes according to the specific situation. Therefore, the cultivation of cross-cultural critical thinking ability in foreign language teaching can not only lay a solid foundation for students' language, but also train students' ability to think independently and solve problems effectively, stimulate students' creativity, and enable them to better competent for different jobs, adapt to different job content, more freely deal with new challenges and new tasks in the work.

3.3 Reshaping the relationship between foreign language and general education

General Education and professional education are important parts of higher education. Wang Yiqiu points out: "'Generalist' and 'Specialist' is a pair of difficult and eternal contradictions in the training objectives of undergraduate education in colleges and universities.......Both 'Generalist' and 'Specialist' are requirements of higher education training objectives." In terms of talent-training mode, they are "general education" and "professional education". Therefore, the contradiction between "general education" and "professional education" is that higher education should adopt the "general education" mode to cultivate "generalists" or the "professional education" mode to cultivate "specialists". As two kinds of educational thoughts, the goal of general education is intelligence cultivation, which aims to cultivate the well-rounded "people" with the characteristics of "non-specialty" and "non-utility". And the aim of professional education is skill training, which is intended to promote the development of students in a certain aspect and cultivate professional talents for a certain field and specialty of social. It emphasizes the "instrumentality" and "professionalization" of talent training. There are some contradictions between the two education models in education concept, education system, individual learning ability, school curriculum arrangement and teaching content.

At present, most foreign language teaching in China pays attention to professional education, emphasizes the instrumental features of foreign language and lays too much stress on the cultivation of language skills. With the development of society, the disadvantages of this model are increasingly prominent, which mainly manifested in the single knowledge ability of foreign language talents, narrow scope of knowledge, lack of innovative consciousness and the ability to think independently and solve problems effectively, and foreign language majors have become "the most unprofessional major, one of the most disrespected majors". "In fact, learning a foreign language is also learning a new way of thinking and a new perspective to understand the world." Therefore, we should "advocate that foreign language teaching should return to the humanities, general education and the essence of language teaching, that is, cultivate the humanistic spirit through language teaching and shape 'excellent talents with wider knowledge scope and better professional skills'". Thinking ability is an important part of general education. The cultivation of cross-cultural critical thinking ability in foreign language teaching can not only enable foreign language professionals to master the language skills and language application ability, but also have profound professional knowledge and humanistic quality, as well as the ability to integrate Chinese and Western cultures and cross the humanistic vision of Chinese and the west. It not only ensures the heavy task of language skills training, but also gives consideration to general education, realizes the intercommunication and integration of professional education and general education, eases the tension

between them, and is beneficial to the further development of higher education.

3.4 Adapt to the complex and diversified social needs

As a communication tool, foreign language obviously has a wider scope of application than other majors. However, due to the long-term influence from students, teachers, society and other factors, foreign language professionals are generally lack of the cross-cultural critical thinking ability, which makes it difficult to adapt to the rapid development of economy, technology, culture, etc. However, the situation of intensified global competition has put forward higher requirements for foreign language education and talent training, that is, "Making foreign language learners well-trained with solid foundations, strong capabilities, and high qualities to meet multi-social demands and multigoal orientations." Foreign language talents with alone basic language skill are no longer popular. Only those who are proficient in international economic trade laws, company management and operation and other professional knowledge with cross-cultural critical thinking ability cannot be eliminated by fierce social competition. Hu Zhongwen divides the current diversified foreign language talents demand in China into five categories: research-oriented talents, high-level translators, teachers, general translators and inter-disciplinary talents of language. The diversification of talent training objectives is not only in line with the present situation of foreign language subject and the current social needs, but also the premise and foundation of foreign language teaching reform.

In a word, Arabic language learning should not only be satisfied with the translation between the two languages, but also enhance the students' understanding of the various ideas and the relationship between different language forms, and improve their cross-cultural critical thinking ability, help them cope with the new environment, new ideas and new context, in order to achieve efficient communication and cooperation. If a foreign language graduate is equipped with universal cross-cultural critical thinking ability, he can constantly improve himself, adapt to new needs even if he is deficient in some aspects. Therefore, the importance of developing critical thinking ability in the teaching of Arabic language for Arabic majors lies in that they can not only obtain the language ability which is in line with international academic standards from the language classroom, but also improve their thinking level through the most direct expression of the thinking – language, so as to adapt to different work needs and meet the complex and diverse social demands.

4. CONLUSION

To sum up, as the most important "transferable ability", Cross-cultural communicative competence and critical thinking ability have their theoretical and practical commonalities from the perspective of concept, which makes the cultivation of cross-cultural communicative competence and critical thinking ability not only have theoretical basis, but also have operational feasibility. And they can be effectively linked through the language communicative behavior in Arabic classroom teaching, thus achieve the goal of killing two birds with one stone.

It can not only cultivate students' universal ability to think independently and solve problems effectively, stimulate students' creativity, but also effectively relieve the tension between professional education and general education in foreign language teaching. Therefore, it is necessary to take the cultivation of cross-cultural critical thinking ability as the top priority of Arabic language teaching, so as to promote the ability of cross-cultural critical thinking of students majoring in Arabic.

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Research on the Difficulties and Countermeasures of Ideological and Political Education of College Students Under the Network Environment

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Abstract: University is an important talent "training base" in China, which has positive significance to promote the development of China's social modernization. Under the background of the new era, the rapid development of information technology has penetrated into the daily life of the masses. College students, as the "masters" of the new era, are deeply affected by the network environment. However, in the actual situation, China's network environment is still some deficiencies, which may have a negative impact on the ideological consciousness of college students, and then have a certain impact on the behavior of college students Ring. Therefore, we should pay attention to the cleaning up of the network environment at present. The relevant teachers should pay attention to understand the ideological characteristics of college students, combine with the situation of the times, make rational use of information technology, and create a good network environment atmosphere for college students. In this paper, it focuses on the impact of the network environment on the ideological and political education of college students.

Keywords: Network environment; College students; Ideological and political education; Countermeasures

1.THE INNOVATION OF CONTENT AND METHOD OF IDEOLOGICAL AND POLITICAL EDUCATION

Ideological and political education is a subject that college students must learn. Its main content is the basic elements and core of the ideological and political education system. If students want to learn ideological and political education better, teaching methods are very important, but also have an important impact on it. Therefore, under the background of the network environment in the new era, it is very important to innovate and improve the ideological and political education in Colleges and universities. It is necessary to integrate and innovate according to the trend of social development, educational content and methods, so as to adapt to the requirements of the development of the times [1].

With the changes of society, the times are also in constant development, and the educational objects will also change. Therefore, ideological and political education must keep up with the development of the times and innovate teaching methods in time. First, ideological and political education must reflect the advanced nature of content, and combine the trend and demand of social development, so that ideological and political education can meet the needs of social development. ② The content of education must keep pace with the times. If we want to better transfer knowledge for the education object, we can use the content rich in the flavor of the times. We should adhere to the principle of "close to reality", "close to life" and "close to the object of education". Only in this way can we make the content of Ideological and political education have a sense of the times and vitality Cultivate a positive and progressive learning attitude.

2. INNOVATE THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS THROUGH THE MEDIA OF NETWORK

With the development of society, China's science and technology continue to innovate, the information age has come. From the beginning of reform and opening up, according to the ideological and political education work at that time, the idea that "Ideological and political education work is the political advantage and fine tradition of the party and the country can be timely strengthened and improved with the development and change of the times". As early as December 2016, when carrying out ideological and political education in Colleges and universities across the country, the general secretary stressed that "to do a good job in Ideological and political education in Colleges and universities, we must adapt to the situation, advance with the times, and innovate according to the situation. In terms of methods and means, information technology and network carriers can be used to make the work" live ", so as to better promote the ideological and political education work The combination of traditional advantages and modern information technology enhances the sense of the times and attraction. " Therefore, it is very important to innovate the teaching methods of Ideological and political education, because it can vigorously promote the ideological and political education work, timely respond to the call of the party and the state, so that the ideological and political education work can be combined with modern information technology, so as to better educate college students.

In the ideological and political education system of colleges and universities, we can use information technology to build a network system, take the socialist core values as the leading role, and constantly improve the network position, so as to realize the network and informatization. China has promulgated a policy in the

past few years, namely the statistical report on the development of China's Internet. According to the 44th data survey, from the advent of the Internet to June 2019, China's Internet utilization rate has reached 61.2%, including the population with higher education, accounting for 10.5% and 9.7% of the total, including college students 2% of the total. According to the above data, we can see that the network has penetrated into our daily life and become an important ideological position of modern college students. However, the advantages and disadvantages of the network seriously affect the normal life of college students. In order to keep up with the ideological trend of college students, we should take the ideological and technological development of college students as the core of the ideological development Quickly accept the influence of advanced culture, and take the initiative to learn [2].

3. INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION TEAM

At present, the rapid development of China's society, the network environment is complex, will greatly affect the mental health of college students and their ideas. Under the background of the new era, the education system is in the process of reform, and the importance of Ideological and political education is also rising. For college students, the ideological and political education work, the education team has a great shortage, especially in the network literacy, and the lack of innovation ability, can not effectively promote the high-quality and quantitative development of Ideological and political education.

If we want to promote the effective implementation of Ideological and political education in Colleges and universities, we must pay attention to the construction of education team, and implement innovation in the education team from the reality. From a macro point of view, ideological and political education is a kind of "productive forces", in which "human" is the decisive factor, which must have the concept of catering to the times, so as to realize the application of Ideological and political education. As mentioned in the previous article, the reason why there are deficiencies in the current ideological and political education work is that the average age of the education team is higher, the ideological consciousness is relatively backward, the tradition is not enough, and the modern technology is not understood. Therefore, we should start from the reality, introduce more ideological and political education talents with network technology literacy in the new era, at the same time, we should also have a long-term perspective concept, so as to adapt to the increasingly severe situation

of Ideological and political education in Colleges and universities, and continuously improve the quality of Education [3].

4. ESTABLISH A TRINITY SYSTEM OF IDEOLOGICAL AND POLITICAL EDUCATION OF FAMILY, SCHOOL AND SOCIETY

In the previous network environment, the ideological and political education for college students only simply emphasized the role of education, and did not focus on the role of family and school education for students. If this situation is not solved in time, then the disadvantages can not be fundamentally eliminated. Such ideological and political education is meaningless for students, and the leading role of the school is also It can't be brought into full play. Therefore, in order to solve this problem, it is necessary to introduce advanced Internet technology on the premise of Ideological and political education in schools, and build a trinity ideological and political education work system with family, society and school as a Trinity, so as to achieve the three unification, namely, unified requirements, unified coordination and unified feedback, so as to prevent the phenomenon of being divorced from the society, so as to be able to have a strong relationship with the society Great joint force, play the overall effect, improve the efficiency of learning.

5.CONCLUSION

To sum up, ideological and political education is a subject that contemporary college students must learn. In order to make students learn better, they must innovate teaching mode in time according to the requirements of the development of the times, and construct the ideological and political education system by using modern network technology, so as to realize the Trinity of family, society and school education system We should emphasize the role of Ideological and political education in schools, and explain the role of family and society, so as to realize the integration of traditional advantages and modern network carrier, and create a new educational situation.

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Design of Real-time Video Communication System Based on WebRTC

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Abstract: With the continuous improvement of social and economic level and the continuous development of the information age, people put forward higher requirements for video communication, which is no longer limited to the application of audio communication. In this context, the real-time video communication system based on webrtc emerges as the times require. It plays an important role in ensuring the quality of video image, improving the efficiency and effect of file transmission, and meeting the needs of people's video communication. Therefore, under the application background of webrtc technology, it is particularly important to strengthen the design of real-time video communication system. Based on the above situation, this paper first introduces the relevant technical theory of the system, analyzes the system requirements from three aspects: functional requirements, nonfunctional requirements and system operating environment requirements; secondly, it studies the overall design of the system from three aspects of network structure design, system architecture design and database design; finally, from the real-time communication management module This paper discusses the detailed design and implementation of the main functions of the system from three aspects: video management module and file storage management module. It is hoped that this study can provide effective reference for software developers.

Keywords: Webrtc; Real time video; Communication system; Design

1.INTRODUCTION

In recent years, with the continuous development of science and technology and the continuous innovation of people's communication methods, the traditional language communication has been unable to meet the needs of social development in the new era, people have a higher pursuit of video call. The traditional video communication software in the design and development process, mainly uses the way of installing plug-ins, resulting in the system often encountered incompatibility, unable to real-time transmission and other issues. The emergence and application of webrtc technology can well avoid the above problems. With its own characteristics of convenient use, good communication quality, low cost, safety and reliability, webrtc technology is widely used in the design of real-time video communication system, which provides important technical support for improving the operation performance of the system and meeting the rich video communication needs of people. Therefore, under the application background of webrtc technology, how to scientifically design real-time video communication system is a problem that software developers must think about and solve.

2. SYSTEM RELATED TECHNOLOGY THEORY

2.1 Webrtc Technology

In the specific application of webrtc technology, component-based multimedia module is needed to ensure the reliability and security of real-time communication of the system. At the same time, various protocols should be transmitted and stored in web browser, such as network transmission protocol, signaling protocol and session management protocol, so as to realize unified management and control of underlying hardware and operating system. Try to reduce the difference between the two. In addition, under the application background of webrtc technology, the point-to-point transmission mode is adopted to establish and improve the transmission channel of information data, so as to ensure that the browser can communicate independently from the server in the process of communication, so as to maximize the communication ability of the real-time video communication system and further ensure the compatibility and reliability of the real-time video communication system. The overall architecture of webrtc technology is mainly composed of the following three parts:

2.1.1 Web application layer, in the specific application, this layer mainly relies on the application advantages of the client, adopts the way of forming app to continuously improve the system function;

2.1.2 Web API layer, in the specific application, it needs to adopt the way of code encapsulation to transform the complex underlying code into various APIs. Software developers can realize the rapid development of the system by calling these APIs;

2.1.3 Browser layer, which needs to provide various engines, such as video engine and transmission engine, according to the needs of browser manufacturers.

2.2 HTML5 & JavaScript development language

As a static language of front-end development, html is a real-time video communication system for better interaction between users and documents. The language has the following characteristics.

2.2.1 Replace traditional attributes with CSS style, such as version attribute, alink attribute, etc.

2.2.2 Add powerful new attributes, such as form attribute, button attribute, input field attribute, etc. It can avoid frequent checking by the server in the process of

submitting the form, which greatly improves the efficiency and effect of the form submission.

2.2.3 local storage attributes, such as offline storage module, drag control module, etc. As an interpretative programming language for front-end development, JavaScript is mainly composed of three parts, namely ECMAScript module, BOM module and DOM module. In the specific application of these modules, we need to use API. By effectively combining HTML language with JavaScript language, we can realize the development of various web pages.

2.3 Websocket protocol

In the specific application of websocket protocol, mainly based on the web technology, adopts the way of simulating the socekt protocol, which makes the effective communication and interaction between the browser and the server. Websocket protocol is mainly composed of two parts: information data handshake and information data transmission. In the process of information data transmission, in order to ensure the authenticity, integrity and security of information data, we need to use TCP to establish connections to improve the security of information data transmission and communication.

3. SYSTEM ARCHITECTURE DESIGN □

3.1 System architecture design

Under the application background of webrtc technology, the real-time video communication system architecture is divided into four different levels in the specific design, such as access layer, basic layer, function layer and so on. The system architecture is shown in Figure 1. As can be seen from the figure, the access layer mainly uses various application platforms compatible with the system [1], such as computers, smart phones and tablets; the function layer mainly lists the main functional modules such as audio and video real-time communication function, video acquisition and editing function, file communication function and file sharing function; the standard layer is an important architecture mode of real-time video communication system, mainly lists B / S architecture and MySQL database, in order to realize the scientific construction of the overall system architecture and the safe storage of various information data; as the basic level of real-time video communication system, the basic layer mainly lists the technologies used in the development of the system.
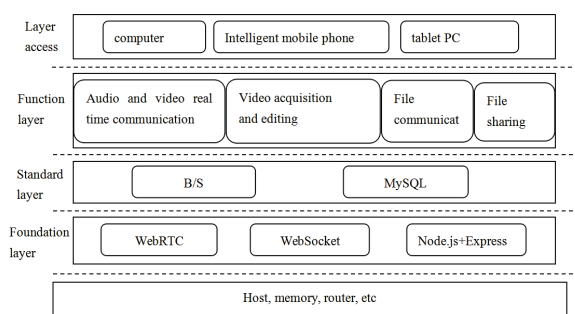

Figure 1 System architecture

3.2 System function design

In order to ensure that the real-time video communication system can run reliably, stably and safely, software developers should pay attention to the design of each

functional module. Only by ensuring that each functional module can run correctly, can the operation performance of the whole system be improved and good experience be brought to users. Therefore, for the real-time video communication system, in the specific design, it is necessary to Using webrtc technology, the following functions are designed. The system function design is shown in Figure 2.
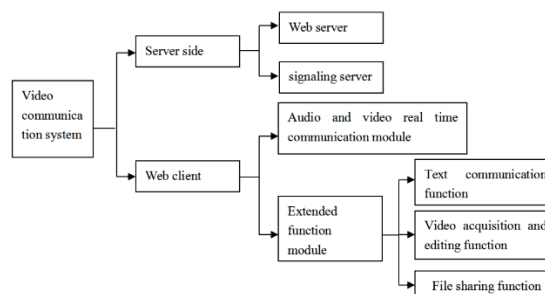

Figure 2 System function design

As can be seen from the figure, the system mainly includes two core modules, namely the server side and the web client side. Among them, the specific design of the server includes two parts: Web server design and signaling server design. The web client mainly includes four functional modules: audio and video real-time communication module, video acquisition and editing module, file communication module and file sharing module.

3.3 Database design

Database in the specific design, through the use of MySQL database, the creation of various data tables such as user table, video message table and application status table is realized [2]. Now, taking user table and video message table as examples, this paper introduces the internal information of data table.

The user table is shown in Table 1. As the basic data table of the real-time video communication system, the user table mainly stores the user's ID number, name, password and other basic information. In order to ensure that users can communicate and communicate smoothly, the real-time video communication system sets the user name as unique. When the user registers personal information, the system will automatically identify the user name, and at the same time, it will use the information encryption method [3] to realize the safe transmission and storage of the user password, so as to improve the reliability and security of the user information.

The video message table is shown in Table 2. As the core data table of the real-time video communication system, the table mainly stores various information generated by video chat of different users [4]. This information provides important basis and reference for better query and call of video records in the later stage. In order to avoid the leakage of user privacy information, the real-time video communication system has no protection in the process of use The function of storing video content.

4. DETAILED DESIGN AND IMPLEMENTATION OF THE MAIN FUNCTIONS OF THE SYSTEM

4.1 Audio and video communication function

In the specific design and development of this function, first of all, we need to design the server, and the server

design mainly includes two aspects: Web server design and signaling server design. Among them, the specific design of web server mainly uses the HTTPS protocol to maximize the stability, reliability and security of information data transmission [5]. In the specific design of signaling server, we need to use webrtc technology to communicate and interact information data between different browsers. At the same time, we also need to use websocket communication protocol to complete the formulation and optimization of signaling message processing scheme. Signaling message processing scheme mainly includes the following aspects:

Table 1 User table

Field name	Field description	data type	Null value requirement	remarks
Id	User ID number	Int	NOTNULL	
Usename	user name	Varchar	NOTNULL	The user name is unique
Password	Login password	Varchar	NOTNULL	
Type	customer type	Int	NOTNULL	System definition: 1 for ordinary users, 2 for administrators
Createtime	Creation time	Date	NOTNULL	The default is the current time

Table 2 Video message table

Field name	Field description	data type	Null value requirement	remarks
Id	Message ID	Varchar	NOTNULL	
Roomname	Room name	Varchar	NOTNULL	The system defines that the user clicks the video icon to enter room 1
Raiser	Initiator	Varchar	NOTNULL	
Participant	participant	Varchar	NOTNULL	There may be more than one participant
Totalnumber	Number of rooms	Int	NOTNULL	It can hold up to four people
Content	Document content	Varchar	NULL	
Duration	Talk time	Date	NULL	
Creattime	Talk time	Date	NULL	The default is the current time

4.1.1 The effective connection of control information is realized by means of opening and closing communication;
4.1.2 Start with broadband data and media data to realize effective processing of various information data;
4.1.3 Make full use of network data to realize the safe transmission of IP address and port data. Under the application background of signaling server, the audio and video communication function can be effectively designed and developed [6]. The mobile terminal interface of this function is shown in Figure 3. It can be seen from the figure that the acquisition of audio and video related image information can be realized by using cameras of mobile, notebook and other devices. Then, by using the method of loading video stream, on the basis of comprehensive application of webrtc technology and HTML5 language, by using the advantages of camera and microphone, the video stream and audio stream are obtained, and converted into the access address of the Internet [7]. On this basis, the relevant data of video stream and audio stream are displayed on the web page by using HTML5 language For users to browse and view. At the same time, in order to better show the audio and video streams, software developers should pay attention to the creation of video containers. By using the video containers, the relevant information of video users is displayed on the web page. Then, the video images are collected and transmitted by using the cameras on PC and mobile devices.
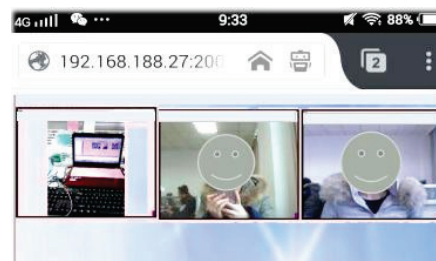

Figure 3 Mobile terminal interface

4.2 Video acquisition and editing function

In the specific design and development of this function, software developers need to use HTML5 interface, with the help of the Internet, to achieve real-time video image acquisition. When the video image is successfully obtained, it is also necessary to effectively edit the image information, and save the edited image to the specified storage location, which is convenient for quick search and call in the later stage. In addition, we can also use file sharing to share images to other websites to improve the utilization of images. By using this function, users can obtain the video stream in real time with the help of the camera, at the same time, they can edit the image information by using the browser web page, and save the edited image information.

4.3 Text communication function

In the specific design and development of this function, software developers need to make full use of the characteristics of low broadband occupancy rate and good transmission performance of text message transmission

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[8], and effectively design and develop text communication function to meet the user's demand for real-time video communication system. In the specific design of this function, it is necessary to establish a connection to realize the creation of relevant channels, so as to realize the efficient and safe transmission of relevant information data of video stream [9]. The main working principles of this function in the specific design are as follows:

4.3.1 On the basis of determining the event, the text information value in the text box is transferred and assigned to "message"; 4.3.2 the text information to be sent such as user name and password is transmitted to the data channel by calling the sendchat() method;

4.3.3 By using HTML language, text information and current date information are uniformly presented in the text field of the browser. At this time, only users in the room can see these information. The screenshot of the text information area is shown in Figure 4. It can be seen from the figure that the text communication function is mainly composed of two parts: the text display field and the text information input box.

Figure 4 Screenshot of text information area

4.4 File sharing function

In the specific design and development of this function, two kinds of protocols are mainly used, which are transmission control protocol and websocket communication protocol. In order to ensure the safe and reliable transmission of files, software developers need to establish a connection with the browser to create data channels to achieve the purpose of safe and error free transmission of file data. At the same time, in order to achieve effective protection of user resources, software developers should also pay attention to the design of "file sharing area code". The room number will generate different strings according to the user's use times. These strings are mainly generated by resource publishers and can only be used once, which greatly improves the confidentiality and security of user resources. In addition, in order to ensure the reliability, security and usability of file transmission, software developers use the way of creating a blob URL to transfer and download the file. At the same time, they can also share the file content quickly by sharing the link address.

5.CONCLUSION

To sum up, under the application background of webrtc technology, real-time video communication system has made great breakthrough and innovation in design and development. The system is not only powerful in function, strong in generality, with good user experience, but also has achieved significant application effect in the communication field of various industries. Therefore, it is favored and loved by the majority of users. In order to facilitate the maintenance and upgrade of the system in the later stage, the relevant software developers need to make continuous efforts to expand more applicable functions with more elegant code, so as to provide powerful guarantee for promoting the healthy and sustainable development of real-time video communication system, and improving its application value and application prospect.

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The Implementation Strategy of Traditional Village Human Settlement Environment Activation Path

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Abstract: The traditional villages formed earlier and had rich traditional resources. Under the background of rural transformation, it is very important to protect and transform rural areas. This paper takes a traditional village in Shanxi as an example, combined with the development status of traditional villages, analyzes the existing problems in the development, and puts forward the implementation strategy of traditional village human settlement environment activation path, which provides help for the transformation and development of traditional village human settlement environment.
Keywords: Traditional village; Living environment; Rural tourism; Path; Strategy

1. INTRODUCTION

The traditional village, also known as the ancient village, refers to the building community with rich traditional resources and typical "context" characteristics. As a living cultural heritage, it is protected by the national coercive force[1]. In recent years, with the promotion of Rural Revitalization and urban-rural integration, the protection and transformation of traditional villages are facing many challenges and dilemmas, which are mainly reflected in the decline of the power of traditional village human settlements development and the disorder of system functions. From the development of traditional villages in different regions, there are some differences in their internal elements, structure and function. In order to select the appropriate path of transformation, development and activation, under the guidance of the general secretary, on the basis of preserving the traditional village style and features, the excellent traditional culture contained in it is inherited and further reformed, which has important practical significance for the activation and development of traditional village human settlement environment in China.

2. OVERVIEW OF THE DEVELOPMENT OF TRADITIONAL VILLAGES

The traditional village is located in Shanxi Province, which basically meets the village structure in terms of layout and presents the characteristics of local traditional culture and regional culture. In recent years, with the development of the times, local residents and lifestyle have changed, and the existing villages can not meet the needs of modern residents, causing the demolition and reconstruction of traditional buildings. However, this method does not promote the development of local economy, but "empty village" phenomenon is serious. The main reasons for this situation are as follows: first, the local infrastructure is backward. Second, the local economic level lags behind. In addition to the prominent problem of "hollowing out" of villages, there is a lack of funds in the protection of traditional villages and strong dependence on the government; third, the utilization of local tourism resources is limited. With the development of the times, people realize the economic value of traditional villages, which is very necessary for their tourism development. In the local tourism, mainly relying on farmhouse entertainment and natural scenery, the connotation value of the village is not explored enough; fourth, the traditional village has rich historical and cultural value, and the local villagers are duty bound to protect it, but the lack of funds leads to poor repair of the village and serious damage to the original appearance of the village. Above all, it is necessary to seek the activation path of traditional village human settlement environment.

3. STRATEGIES OF ACTIVATING THE HUMAN SETTLEMENTS IN TRADITIONAL VILLAGES

According to the above analysis of the situation of the village, it is found that there are many problems in the reform and development of the traditional village human settlement environment, and it is very important to find out the effective activation path. The following puts forward several development strategies.

3.1 Renewal of traditional village planning

First of all, renovate single buildings and single courtyards. The development path is mainly for residential buildings and public buildings. In the process of renewal, it depends on the historical evolution of the village, architectural style and other aspects for detailed development methods. For example, optimize and innovate the materials, decoration and functions of national buildings and public buildings, while retaining traditional buildings, giving them new functions [2]. Secondly, renew the space of streets and lanes. In this process, China should not only update its material carrier, but also put forward its functional value. It can be accomplished by reforming the roads of streets and improving the infrastructure strategy. Finally, the environment and appearance of the whole traditional village should be renewed. In this process, the main protection is the village landscape and ecological environment. Among them, the renewal of village landscape is mainly the beautification of courtyard landscape and public space landscape, and the content of ecological environment renewal is the ecological restoration of the resources of animals, plants and land in and around the village, which not only ensures the diversity of species, but also provides the direction for the

construction of people's living environment.

3.2 Sustainable development of village tourism

The development path of tourism resources in this village mainly follows the natural scenery and promotes the participation of traditional village community in tourism development. First of all, establish effective tourism development goals. Through the establishment of effective communication channels, the villagers can fully express their opinions for the tourism economic development, and call on the residents to actively participate in the development situation. Secondly, under the guidance of the government, the community should pay attention to the guidance and education of villagers. In this way, the development of local tourism resources does not stay in the stage of offering advice and suggestions, but encourages local villagers to participate in the development of tourism resources, and attaches importance to the training and education guidance of their tourism reception skills, so as to standardize the development of tourism resources and ensure the sustainable development of local tourism resources. Finally, we should pay attention to the protection and utilization of local original ecological culture. Through the use of local festivals and customs, traditional crafts and other tourism, and to protect its authenticity, so as to enhance the local villagers' confidence and pride in local culture.

3.3 Promoting agricultural development modernization

On the basis of the traditional agricultural development, the traditional rural landscape is mainly developed. First of all, traditional agriculture and local tourism development are combined to form sightseeing agriculture, which not only attracts visitors to visit the natural scenery of farmland, but also strengthens the communication and interaction between urban and rural areas. Secondly, the combination of agricultural development with ecological environment and food safety forms ecological agriculture. In this development process, the government's support and guidance are needed to develop ecological agriculture in combination with local conditions, so that people can experience planting and farming, picking agricultural products and other activities, so as to promote the development of local ecological agriculture. Finally, the integration of agricultural development and cultural heritage forms creative agriculture. By taking the local representative cultural elements as representatives, it is applied to the packaging and brand promotion of agricultural products to improve the added value of agricultural products and promote the dissemination and innovative development of local culture.

3.4 Promote the industrialization of traditional handicraft industry

First of all, respect the local traditional craftsmen. Besides paying attention to their daily life, we also need to pay attention to the tradition and protection of their crafts. We should encourage the development of education and training with inheritors as the core, so as to ensure the continuity of benefits. Secondly, formulate industry standards and industrial policies. The traditional handicraft industry is different from other industries. The emphasis is on its protection and cultural heritage, rather than economic benefits, so as to formulate relevant industrial guidance and norms to ensure its reasonable and orderly development [3]. Finally, traditional handicraft industry should be encouraged to take the road of industrialization. Through the combination of the current Internet platform and the online and offline sales mode, we can open up the market and attract customers to pay attention to the traditional surgery industry, let it take the road of brand development, and then step into the international market to guide its healthy and sustainable development.

4. CONCLUSION

To sum up, traditional villages are the essence of Chinese local culture and the representative of national culture. Under the background of rural transformation and development, the development of traditional village road is facing many problems. Due to the important historical, cultural and social values of traditional villages, in order to find its activation path, we need to solve the problems encountered in the development process of traditional villages based on the existing resources of traditional villages, so as to find out the specific implementation strategies of activation paths, which is of great significance to the protection of human settlements and sustainable development of traditional villages in China.

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A Study of Northern Shaanxi Dialect and Folk Culture

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Abstract: The regional dialect is the basis for the study of regional culture. The Northern Shaanxi dialect retains many ancient words and sounds, which is the living fossil of ancient Chinese language; the Northern Shaanxi dialect has very unique regional cultural characteristics, creating unique words and rhetoric. Through the unique Northern Shaanxi dialect, we can appreciate the rich folk culture of Northern Shaanxi.
Keywords: Dialect; Folk culture; Research

1.THE RELATIONSHIP BETWEEN THE GEOGRAPHICAL LOCATION OF NORTHERN SHAANXI AND ITS DIALECTS

Northern Shaanxi is an old revolutionary base and the central part of China's Loess Plateau, including Yulin City and Yan'an City in Shaanxi Province. They are all in the north of Shaanxi Province, so they are called Northern Shaanxi.

Since ancient times, Northern Shaanxi has occupied a very important geographical position. In the Qin, Han and Tang Dynasties, together with Jingchuan and Quanjin, it was the North barrier of the core of Guanluo in the Central Plains empire. It was also the nearest springboard for foreign powers to move southward from Hetao area. It was one of the two "straight lines" between Guanluo and the Great Wall. The Northern Shaanxi Province, which links Jingchuan in the west, Molan in the north, Luliang in the East and Guanzhong in the south, is an inter regional stage for the three forces of Guanzhong, Molan and Jin to fight each other. Therefore, as the hub of communication between various forces and nationalities in ancient China and the "front position" of cultural exchange and integration with other ethnic minorities, Northern Shaanxi has formed a rich and colorful folk culture with Qin and Han culture as the main body and integrating the cultures of various ethnic minorities.

2. THE MAIN FEATURES OF NORTHERN SHAANXI DIALECT

Dialect is the living fossil of culture, because dialect, as a kind of local culture, is an organic part of national culture. The Northern Shaanxi dialect belongs to Jin dialect, and has retained the entering tone. There are 24 initials in total, which are more than those in Putonghua, i.e. there are total voiced initials V, Z and sub voiced initials η. Dialect vocabulary also has its own unique features.

2.1 The metaphor is strange. People in Northern Shaanxi call beauty "Junge Dan Dan", dirty things "evil water", de se as "NENG", proper as "Yinzi", angry as "evil gas", capable as "Lisa", immoral as "Sao Qing", and quick as "huanhuanjia". These words are metaphorical to enhance the effect of expression. For example, in Putonghua, people in Northern Shaanxi call it "seeking impermanence" and "impermanence" are the products of religious consciousness. According to the Taoist yin-yang theory, black is Yin and white is Yang, forming two ghosts of black impermanence and white impermanence. The duty of the impermanent ghost is to hook up the soul and determine the time of death. It is more appropriate to say who "seeks impermanence" than who seeks shortsightedness. Another example is that in Putonghua, who took poison? In Northern Shaanxi dialect, it is called "naoyao". The word "poison" is a little calm and has no strong feeling. When listening to "Nao Yao", a painful situation immediately appeared. Tossing, shouting, struggling, fainting and waking up were all summarized by the word "Nao".

2.2 The second characteristic of Northern Shaanxi dialect is close to life. They called the famine "fall Nian Cheng", the severe call "Rigi", the curved called "Ge Liu", the cliff called "Nai", and the broom called "sweep Kang brush" These words come from their lives and are summed up according to the situations of some things in their lives. People who often live in Northern Shaanxi or know about it feel a kind of soil fragrance immersing into the internal organs and six organs when hearing these words. For example, in Putonghua, people in Northern Shaanxi call it "Mami Bufen". Ma and MI are inseparable from people's lives. To say that you can't tell Ma and Mi clearly shows that you are confused to the extreme. Another example is working, which is called "doing life" in Northern Shaanxi dialect. Doing life ensures the continuation of life to the greatest extent, and illustrates the relationship between people and life, life and life. It is closer to and deeper into life than working.

2.3 another characteristic of Northern Shaanxi dialect is the good use of reduplicated words. Such as Baodan, maochui, green Zeng Zeng, red Dandan, Mao everywhere, thick as home, warm everywhere, broken Zeng Zeng, white mori, etc., can be seen everywhere, countless. For example, people in Northern Shaanxi say that children without clothes are "muddleheaded", which makes people immediately like seeing a naked doll with round and round body. For example, they call wrinkling "everywhere", ugliness as "Chou tiaojiaojia" and "eye" as "maoyanyan", which is catchy and sounds particularly cordial.

3. MAIN FOLK CULTURE IN NORTHERN SHAANXI

3.1 Folk songs in Northern Shaanxi

As a carrier of Northern Shaanxi dialect, Northern Shaanxi folk song is a kind of original ecological music form.

The folk songs in Northern Shaanxi are the traditional folk songs in Northern Shaanxi. Since the Qin and Han

Dynasties, the folk songs in Northern Shaanxi have developed in an integrated way. It can be divided into labor chant, Xintianyou and Xiaodiao. Labor songs include ramming songs, beating me songs, quarrying songs, yelling cattle songs, and fighting songs. Xintianyou is divided into Gaoqiang and pingqiang. These traditional folk songs with their own styles and characteristics reflect the social life from all aspects, which determines its simple and natural melody style and the life and story of lyrics. The biggest characteristic of Northern Shaanxi folk songs is the difference of dialects, so-called "different languages across mountains, different sounds across water". The particularity of Northern Shaanxi dialect lies in the ingenious use of reduplicated words. These rich reduplicated words give birth to this wonderful art flower of Northern Shaanxi folk songs.

3.2 Wedding and funeral banquet culture

Northern Shaanxi is located in the center of the Loess Plateau, with underdeveloped transportation and less communication with the outside world, so the culture is relatively closed. In order to enrich the entertainment life after working in the hard living environment, the culture of wedding and funeral banquet is very important.

In the banquet culture of Northern Shaanxi, "eight bowls" is a kind of banquet with higher standard, which is usually held by local families with more economic strength. "Eight bowls" specifically means that a table must have eight bowls of vegetables, and can be divided into two types: soft eight bowls and hard eight bowls. The soft eight bowls include stewed meat, roast chicken, crispy chicken, meatballs, and four other common dishes and powder soup. Hard eight bowls refers to adding four bowls of meat to the soft eight bowls. "Manual eight bowls" is also a kind of wedding and funeral banquet culture. "Manual eight bowls" can also be called "hand carrying eight bowls". The "manual eight bowls" specifically refers to placing all the ingredients on the mat in plates, and then taking part of the ingredients from each plate into their own bowl, one bowl for each person.

3.3 Cave culture

Northern Shaanxi is located in the Loess Plateau, the loess layer is deep, people in Northern Shaanxi built the so-called "cave", also known as "Tuyao". Generally, the clay cliff facing the sun should be selected to measure the height before and after the kiln. The rectangular mouth should be selected to dig inward along the rectangular mouth to a certain depth and expand around to form a cave. After the cave is dug, for the sake of safety, the top of the cave should be hooped with beams, covered with mud, and basic living utensils should be built, and doors and windows can be installed. The earthen kilns are warm in winter and cool in summer, and easy to build, but there are also shortcomings. It's lack of light, poor ventilation and a series of security risks. With the development of the society and the improvement of the economic level, cottages and small foreign floors are emerging in an endless number, and the earthen kiln is no longer the best choice for the people in Northern Shaanxi. At present, it is only reserved in some rural areas.

4. THE IMPORTANCE AND SIGNIFICANCE OF NORTHERN SHAANXI DIALECT AND FOLK CULTURE RESEARCH

The unique geographical location and production and lifestyle of Northern Shaanxi have created its unique language and folk culture. Despite the continuous progress and development of the times, Northern Shaanxi still retains more ancient dialects and folk culture. Therefore, the study of Northern Shaanxi dialect and folk culture is helpful for us to reveal the rich and colorful folk culture of Northern Shaanxi, better inherit and carry forward the Northern Shaanxi culture, help the propaganda and researchers to publicize Northern Shaanxi in combination with the characteristic culture of Northern Shaanxi, improve the image of Northern Shaanxi, enhance the visibility of Northern Shaanxi, and reflect the dazzling light of Northern Shaanxi dialect and folk culture.

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On the reform of English Information Teaching in Higher Vocational Colleges

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Abstract: The rapid development of information technology and its rapid integration with modern education have brought subversive influence to modern education. Under the background of the in-depth development of the current education informatization, the majority of English teachers in higher vocational colleges should deeply consider how to keep their own characteristics and how to better integrate with information technology to highlight the distinctive characteristics of the times, so as to better promote the reform of information-based English Teaching in Higher Vocational Colleges and improve the quality of English Teaching in Higher Vocational Colleges under the new situation.

Keywords: Vocational College; English; information teaching; Reform

1.INTRODUCTION

The rapid development of information technology has brought about revolutionary changes in education and teaching[1]. English teachers in higher vocational colleges should vigorously promote the universal application of information technology in the daily teaching process, promote the in-depth integration of information technology and English teaching, and gradually promote the all-round reform of English Teaching in the presentation of teaching content, the innovation of teaching methods, and the interaction between teachers and students, so as to effectively stimulate students' enthusiasm for English learning and effectively improve and enhance the English teaching level of higher vocational colleges.

2. THE ESSENCE AND SIGNIFICANCE OF ENGLISH INFORMATION TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES

Since then, information technology has been widely used in education at all levels in our country, which has nothing to do with the continuous use of information technology in education at all levels. Under the background of information technology and under the guidance of advanced education ideas, the essence of information technology teaching reform in higher vocational colleges is to take information technology work as an important tool to stimulate students' autonomous learning in English teaching and create a good teaching range, promote the integration of various educational tools and educational resources, and then promote the whole English teaching practice Therefore, the essence of English information teaching reform in higher vocational colleges is not simply to regard information technology as an auxiliary tool in Teachers' daily teaching process, as a "demonstrative" tool of auxiliary teaching, but to promote and realize the deep integration of information technology and English Teaching in higher vocational colleges, so as to effectively improve and enhance higher vocational colleges The quality of English teaching.

The significance of English information teaching reform in higher vocational colleges is mainly reflected in the following aspects:

2.1 It is conducive to fully stimulate students' interest and highlight learning subjectivity

The rapid development of multimedia information technology benefits from a new human-computer interaction paradigm, which is one of the significant advantages of multimedia information technology [2]. Practical reality, it can effectively stimulate the level of students' learning motivation, so that students have a strong interest in learning. In addition, this interactive feature can further stimulate students' English learning subjectivity. In the traditional teaching process, English teaching content, teaching methods and even teaching steps are arranged in advance by teachers. Students can only accept it passively. However, in the information technology environment, students can arrange the learning process according to their own learning habits and steps, which makes it possible to participate actively.

2.2 It is conducive to the acquisition of English knowledge and skills

English teaching belongs to language teaching, involving listening, speaking, reading, writing and other aspects. In the process of classroom teaching, students often need to participate in learning with multiple senses[3]. The external stimulation provided by multimedia teaching is just a kind of comprehensive multi sensory stimulation, which is of great significance to the improvement of students' English learning quality and level. In other words, students can both hear and see in the multimedia environment. In addition, classroom discussion and group learning will be more conducive to the acquisition and maintenance of English knowledge and skills, which will be much better than traditional English Teaching. At the same time, through the reform of English information teaching in higher vocational colleges, we can also make full use of the advantages of multi-media and multi sensory stimulation, effectively mobilize students' emotions, encourage them to overcome various obstacles in the process of English learning, and strive to learn English well.

2.3 It is conducive to better presentation of teaching information and organization of teaching

Multimedia computer provides hypertext features. Teachers can organize different teaching contents to

present to students in an organic whole according to the requirements of teaching objectives. For example, according to the requirements of listening, speaking, reading and writing, the teaching content generally needs to include voice, video and other different media information, but under the traditional teaching mode, teachers can organize different teaching contents to present to students The hypertext features of multimedia computer can achieve this goal, which is conducive to better presentation of teaching information and organization of teaching process.

3. ON THE REFORM OF ENGLISH INFORMATION TEACHING IN HIGHER VOCATIONAL COLLEGES

The reform of English information teaching in higher vocational colleges is a complex and systematic project, which needs to give full play to the leading role of teachers. On the basis of actively improving their own information literacy and information teaching ability, we should give full play to the advantages of multimedia technology, promote information technology, innovate English Teaching methods and optimize teaching content, so as to continuously promote vocational English Information technology teaching reform, improve the quality of English teaching.

3.1 Improve the teaching design and analyze the learning situation

It is not a day and night to promote the reform of English information teaching in higher vocational colleges. Teachers are required to constantly reflect and summarize practice in the process of daily teaching and after class. Therefore, the reform of English information teaching in higher vocational colleges should take daily teaching as the foothold [4]. Before carrying out information-based teaching, teachers should first combine English teaching with professional learning according to the characteristics of vocational skills of students in Higher Vocational Colleges and the jobs they may be engaged in in in the future. They should be guided by "task driven and autonomous learning", based on the students' major, combine the teaching content with the simulation of students' future work scene, and strengthen students' practical life The ability to use English and promote professional growth should be the guiding ideology of teaching design held by teachers. On this basis, teachers should analyze the learning situation, specifically analyze the relevant vocabulary, grammar, sentence pattern and other aspects that students have mastered in the previous English class, and make clear the key learning tasks of this lesson. For example, this lesson pays attention to the application of vocabulary and sentence patterns in the actual communication process, so as to lay a solid foundation for the follow-up reading and writing links, and at the same time, it should be based on the actual teaching It is necessary to carry out secondary analysis and development of teaching content combined with specific learning software, add the content of real life scene application to the teaching content, enrich and re optimize the content of teaching material, and construct the real teaching situation based on the promotion of post ability.

3.2 With the help of network teaching platform, students are encouraged to study independently

In the pre class stage, the teacher should release the English teaching objectives and tasks for students through the corresponding network teaching platform in advance, so that the students can clearly understand the teaching content of this class and the actual listening, speaking, reading and writing requirements that they need to master through the teaching of this class. At the same time, they should upload learning resources such as micro class and MOOC, so that students can take problems and tasks with them For example, for can I take your The teaching content of this lesson mainly focuses on English diet. On the basis of mastering vocabulary and grammar related to diet, students should master the communicative language about food inquiry and ordering in daily life scenes, and understand the common communicative language in the daily operation process of restaurants. On this basis, teachers should timely Upload the relevant MOOC teaching video or micro class resources, so that students can learn independently through the network teaching resources before class, and in this process, clarify the confusion and difficult problems in the learning process, and use the network teaching platform to interact with other students to solve the relevant problems.

3.3 Centralized teaching and individual guidance in class

In the classroom teaching, the teacher should first focus on the teaching content, teaching tasks and other aspects of the class, and focus on the collection of students feel confused and other aspects of common difficult problems for centralized explanation, to solve most of the students' problems in the learning process, and in this process, give individual guidance to different students on learning problems, and strive to achieve Teaching objectives and tasks of this class. At the same time, we should expand the students at the end of the class, encourage them to consolidate and practice the content of this lesson after class, and arrange corresponding teaching tasks for students to explore freely after class, and constantly improve the effect of English learning.

3.4 Teachers themselves should constantly improve the ability of information teaching

Higher Vocational College English information teaching reform also puts forward higher requirements for teachers themselves [5]. Specifically speaking, it requires teachers to have the information-based teaching ability adapted to promoting the reform of English information-based teaching in higher vocational colleges, and have the corresponding information awareness, information knowledge and information processing ability. At the same time, it also puts forward certain requirements for teachers' own role, which requires teachers to change from the previous classroom teaching leaders and controllers to the students' English learning guidance This requires that the majority of English teachers in higher vocational colleges should strive to change their teaching ideas, establish lifelong learning consciousness, constantly enhance their ability to understand, use and evaluate information technology, and strive to master the basic knowledge and technology of modern education

technology Yes, with modern education information technology literacy, constantly improve English information teaching ability, become the real pioneer and promoter of English information teaching reform in higher vocational colleges.

4.CONCLUSION

In short, the reform of English information teaching in higher vocational colleges has become one of the important paths in the current English teaching reform in higher vocational colleges. It can stimulate students' interest and motivation in English learning, redevelop and excavate students' subjective role in the process of English learning, help students better master and understand English knowledge and skills, and further strengthen the organization of English Teaching in higher vocational colleges It is of great significance to cultivate students' sense of teamwork. On the basis of following the basic principles of scientificity and artistry, English teachers in higher vocational colleges should take information technology as the starting point, strengthen the all-round reform of teaching contents, teaching methods and teaching evaluation methods, effectively improve the teaching quality of Higher Vocational English Education under the new situation, and boost the development of Vocational students' professional ability.

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Some Thoughts on The Informatization Construction of Sports Management

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Abstract: Under the background of the rapid development of the current society, China's economy has been significantly improved, the current information technology in all fields of society has a wide range of application space, and schools as the main place to cultivate talents, should implement information management work, such as sports management and modern information technology integration, promote sports management work more professional and scientific As sports managers, they should have a sense of lifelong learning, be good at reflection, summarize teaching experience, be familiar with the content of enterprise management information construction, improve the overall quality of college physical education teaching, and provide guarantee for students to have good comprehensive quality and healthy development. However, it is undeniable that there are still various problems in the construction of sports management information. Therefore, this paper will focus on the construction of sports management information as the theme to carry out the analysis, through understanding the importance of enterprise management information construction, and then put forward the feasible countermeasures to promote sports management information construction.

Key words: Sports management; Information construction; Some thoughts

1. ON THE PRACTICAL SIGNIFICANCE OF SPORTS MANAGEMENT INFORMATION CONSTRUCTION

In the current rapid development of society, all schools should implement the implementation of sports management informatization. All teaching links of physical education are inseparable from the support of information technology. The informatization of sports management will significantly improve the overall quality of teaching. Teachers can use information technology to access relevant information and have a comprehensive understanding of students' performance. Moreover, under the background of the gradual popularization of sports management informatization, teachers and students can also access sports information at any time, so as to realize more complete physical education teaching, standardize teaching content, and ensure that physical education teaching conforms to the development of society and is scientific and standardized. In spare time, teachers and students can also achieve good communication and communication, and comprehensively improve the overall quality of Physical Education [1].

The main contents of sports management information construction are as follows: first, significantly improve the quality of physical education teaching, and realize the use of digital information management to ensure the orderly development of physical education curriculum arrangement, examination, information statistics and inquiry. Second, let the students' competition more targeted, improve the competitive ability, and promote the training more scientific and professional. Third, promotion. The convenience of information management, the construction of a sound sports management information file system. Fourth, improve the economic and social benefits of stadium operation, and fully reflect the utilization advantages of stadium resources.

2. EXPLORE THE FEASIBLE COUNTERMEASURES TO PROMOTE THE INFORMATIZATION CONSTRUCTION OF SPORTS MANAGEMENT

2.1 Data management

When carrying out the construction of sports management informatization, the main task that schools should pay attention to is to implement the informatization of information management. All kinds of sports materials are the key way to promote the smooth development of physical education teaching and spread key knowledge for students. As a qualified teacher and school administrators, we should make use of the sports information management information, timely collect and absorb the sports teaching information, and implement the dissemination, so as to improve the overall quality of physical education teaching. In the construction of sports information management information, we should give full play to the application advantages of network information technology, classify and sort out the sports teaching resources, ensure that the search and application of sports teaching materials are more convenient and accurate, build a professional and perfect sports teaching resource management library, and promote the orderly development of sports teaching work. In addition, in the construction of sports information management information, the expenditure of various resources will be reduced in essence, such as human resources and financial resources. The construction of high-quality sports data management will ensure that the management system of physical education teaching materials is more professional and perfect [2].

2.2 Course management

In the context of the deepening of the new curriculum reform, the current physical education teaching content is also gradually optimized and improved. The quality of physical education curriculum will directly determine the teaching efficiency and the final teaching effect. In the complete sports management information construction work, we should realize the integration of information

technology and physical education curriculum. Physical education teachers should have lifelong learning consciousness, be good at reflection, summarize teaching experience, fulfill their own obligations, deepen the understanding of physical education teaching, so as to grasp the necessity of information construction of physical education teaching management, apply information technology in daily teaching links, ensure that information technology can really enter the classroom, optimize the traditional curriculum structure, and enhance the informatization of physical education curriculum Level. As the administrators and leaders in the school, we should give full play to the guiding advantages in the construction work, and provide various technical support for physical education teachers, such as communication platform, sports curriculum management website and multimedia equipment. Through various technical support, teachers can help teachers use information technology to teach more comprehensively, so that students can obtain more professional knowledge and improve physical education curriculum performance Development space [3].

2.3 Performance management

When the school constructs the perfect sports performance information management system, teachers will have a more comprehensive understanding of the actual situation of students, teach students in accordance with their aptitude based on the students' foundation, and formulate targeted teaching objectives. Therefore, all schools should pay attention to the establishment of score query, marking system, to build a bridge for PE teachers and students, to ensure that teachers and students can query the results in time in the system, and students can also consult PE teachers in the first time when they encounter various problems. This method can not only save a lot of teaching time, but also improve teaching efficiency. In addition, the university sports management information work is mainly reflected in the sports skills competition management, teacher information management and network resource management. Therefore, in order to fully realize the sports information management, we should pay attention to the updating and improvement of the above contents, and realize the collection, reasonable induction and integration of sports related information.

Under the background of the rapid development of the current society, modern sports has a broad space for development, which makes students' awareness of sports needs change gradually. Therefore, the construction of sports management information should meet the students'

sports needs to the maximum extent. According to the relevant data, there is still a certain gap between the current sports information construction and the personalized needs of students, and the efficiency of sports information management needs to be improved, which requires that schools should use the existing sports management information resources to meet the personalized needs of students, and regard it as the main direction of construction [4].

3.CONCLUSION

Through the analysis of the above problems, we fully realize the importance of sports management information construction. At present, China's sports management information construction is in the initial stage, and there is still a long way to go. In order to realize the implementation of sports management informatization as soon as possible, it needs the joint efforts of the school and the society. The construction of management informatization is the main way to promote the development of sports teaching. Therefore, we should treat the existing problems in the current enterprise management informatization construction from a correct perspective In order to promote the informatization of sports information management, physical education curriculum management and sports achievement management, we should lay a solid foundation for the smooth development of sports management.

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Cross Border Integration of Open Universities for The Elderly from The Perspective Of "Education for The Aged" -- Taking Changchun As an Example

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Abstract: With the continuous improvement of social and economic level and the continuous development of the information age, the mode of education for the aged has been emerging. The emergence and application of this mode play an important role in improving the school running efficiency of open universities for the elderly, meeting the educational needs of the elderly, and giving full play to the social value of the elderly. Therefore, from the perspective of "education for the aged", in order to further improve the quality of education for the elderly in Changchun, it is particularly important to strengthen the cross-border integration of open universities for the elderly. Based on the above situation, this paper, from the perspective of "education for the aged", briefly analyzes the problems existing in Changchun's elderly education. At the same time, it puts forward some suggestions for the realization of cross-border integration of Changchun Open University for the elderly from three aspects: cross-border integration with community elderly education and elderly universities; cross-border integration with vocational education and higher education; and cross-border integration with pension institutions Constructive suggestions. Hope that through this study, to provide effective reference for the industry.

Key words: Education for the aged; Open University for the aged; Cross border integration

1.INTRODUCTION

In recent years, with the continuous reform and implementation of China's education system, people gradually establish the concept of lifelong education, and think that knowledge is infinite. They regard "life is never too old to learn" as the motto of life, so as to constantly improve their social value. In this context, "education for the aged" mode is widely used in the elderly education, so that the elderly can get better education while providing for the aged, so as to meet the national demand for lifelong education. Therefore, in order to give full play to the application advantages of the "education for the aged" mode, how to realize the cross-border integration of open universities for the elderly is a problem that people in the industry must think about and solve.

2. PROBLEMS EXISTING IN THE EDUCATION OF THE ELDERLY IN CHANGCHUN FROM THE PERSPECTIVE OF "EDUCATION FOR THE AGED"

At present, there are mainly the following problems in the implementation of the elderly education in Changchun:

2.1 The demand for education for the elderly is booming, and equity is lacking. At present, China has gradually entered the aging stage, and the number of elderly population is increasing day by day, which undoubtedly increases the demand for elderly education. However, China's elderly education resources are relatively scarce [1]. Only the rich elderly can enjoy fair education resources, which leads to the unfair phenomenon of elderly education in society;

2.2 The level of the elderly education object is uneven, and the mode is too single. Under the adverse influence of the traditional education mode, China's elderly education does not set and arrange the education content according to the students' actual learning situation and cognitive ability, which is not conducive to the implementation of teaching theory of teaching students according to their aptitude, and seriously affects the quality and level of elderly education;

2.3 The lack of elderly education practitioners and the worrying quality of talents have seriously affected the stability and long-term development of elderly education.

3. CROSS BORDER INTEGRATION STRATEGY OF OPEN UNIVERSITIES FOR THE ELDERLY FROM THE PERSPECTIVE OF "EDUCATION FOR THE AGED"

3.1 Cross border integration with community elderly education and elderly university

In order to realize the effective creation and construction of the elderly education cooperative body, the Education Department of Changchun City should strengthen the cross-border integration with community elderly education and elderly universities [2]. In this process, first of all, from the perspective of "education for the aged", with the help of community elderly education and excellent education resources of universities for the elderly, we should constantly improve the education system of Open University for the elderly, realize the sharing of educational resources, and further improve the utilization rate of educational resources, so as to achieve the purpose of complementary advantages and win-win cooperation. At the same time, it is necessary to break the independence of the original elderly education institutions, integrate many scattered and independent elderly education institutions together, so as to realize the overall

improvement of the elderly education level [3], and promote the continuous development of the elderly education management in the direction of integration, standardization and standardization. Secondly, it is necessary to reform and innovate the elderly education service mode, so as to transform the elderly education service mode into public service mode, so as to improve the rationality and fairness of elderly education.

3.2 Cross border integration with vocational education and higher education

At present, in order to improve the quality of Open University for the elderly and realize the cross-border integration of Open University for the elderly, the Education Department of Changchun should pay attention to the cross-border integration with vocational education and higher education on the basis of constantly modifying, optimizing and improving the talent training system of elderly service. In this process, first of all, in order to build an excellent teaching staff, it is necessary to establish a close cooperative relationship between the Open University for the elderly, vocational education and higher education [4], so as to lay a solid foundation for the realization of efficient communication and integrated development. At the same time, in order to realize the sharing and complementarity of various educational resources, we should strengthen the construction of related specialties of pension service on the basis of cooperation, so as to cultivate the elderly service talents in line with the social needs, and lay a solid talent foundation for promoting the rapid development of China's pension education.

3.3 Cross border integration with pension institutions

From the perspective of "education for the aged", in order to further improve the effect of cross-border integration of Open University for the elderly, the Education Department of Changchun should pay attention to the cross-border integration with pension institutions, and adopt the mode of combining pension and education, so that the elderly can truly practice the concept of "live and learn". In this process, first of all, in order to highlight the integration of pension and education, the Education Department of Changchun City should establish close cooperation relationship with various pension institutions to realize the full integration and connection of pension and education, so as to ensure the normal, stable and orderly development of elderly education in old institutions. At the same time, in the process of cooperation with pension institutions, it is necessary to ensure that the division of labor between Changchun Education Department and pension institutions is clear, and the Open University for the elderly should combine online education with offline education, so that the elderly can enjoy online education services as well as door-to-door education services, such as sending teaching materials and guidance books to the elderly through door-to-door visits In order to enrich the old people's life in their later years, we should publicize various kinds of colorful educational activities and guide them to take an active part in these educational activities. In addition, pension institutions should provide special training base for the

elderly Open University to cultivate elderly service talents, so as to improve the quality of pension service personnel training.

4.CONCLUSION

To sum up, with the continuous increase of the elderly population base in China, China has gradually entered the stage of population aging. Therefore, the problem of providing for the aged has gradually become a common concern of the society. Therefore, Changchun, as one of the cities that focus on the implementation of pension education in China, gradually increases the application of the "education for the aged" mode, In order to improve the quality and efficiency of Open University for the elderly, and provide strong guarantee for the healthy and sustainable development of education for the elderly, we should adopt the scope of cross-border integration to realize the effective integration of community education for the elderly, universities, vocational education, higher education and pension institutions.

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Mode and Path of Advertising Design Teaching Based on Scene Perspective

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Abstract: In the network era, advertising design major should innovate teaching mode, improve the defects of traditional teaching, combine it with the network, and set up various scenes to enrich students' practice path, so as to stimulate students' interest in the major, and slowly cultivate their innovation ability and thinking ability to adapt to the development of society. Combining with the practice teaching mode of advertising design in the scene era, this paper discusses the practice path of advertising design practice teaching in the scene era, hoping to provide some constructive suggestions for the education industry.
Key words: Scene; Advertising design; Teaching mode; Path

1.INTRODUCTION

Advertising design is different from other majors. Its demand for talents is comprehensive. It needs innovative ability and thinking, and needs enthusiasm and interest. It is also a problem for teachers. In today's society, network information is fast and mature, any consultation can be obtained easily. Teachers should change the orientation of the classroom naturally, and can not continue to use the courseware mechanical explanation, not only is not conducive to the stimulation of innovative consciousness, but also makes students inflexible, unable to adapt to the development of society, and the classroom content is also boring, students' attention can not always follow the teacher's progress, interest and enthusiasm are naturally greatly reduced. Therefore, the integration and optimization of advertising design teaching is an inevitable trend. Here, it shows the advantages of the integration of situational perspective and advertising design teaching.

2. ADVERTISING DESIGN PRACTICE TEACHING MODE IN THE SCENE ERA

With the advent of the era of scenes, it has brought great convenience to advertisers, and the new ideas also add challenges to professionals. Facing the new environment of information technology and new media, colleges and universities must make a certain degree of improvement and optimization to meet the needs of students and society.

2.1 Virtual design room scene to enhance students' sense of design experience

At present, the way of advertising design teaching is too fixed, whether in concept, method, or practice, which is contrary to the needs of society and enterprises. In practice teaching, teachers like to use case teaching method to teach students knowledge and experience. Due to the rapid development of new media in the new era and the derivation of various new things, students need to contact a large number of advanced ideas and equipment to maintain the development needs.

The word "Scene" also has the potential meaning of situation, background and environment in Chinese. In the course design, teachers can construct the scene, simulate the actual situation, realize the "Scene" moving, let the students live in the scene, so as to get the experience. The so-called "Scene" is to build environment, place and space from the perspective of people. Here, the classroom is turned into a design room. Under the construction of the situation, students are the main body. They can design space at will, so that students can feel the process of design, that is, to think and solve problems with their own thinking, which not only effectively plays the role of students, but also strengthens cooperation and communication. Teachers are equivalent to "supervisors", who can participate in it, extract opinions, and point out the shortcomings. In the simulation design scene, the teacher's identity is changing. In the past, he was a single "controller", but now he is "organizer", "supervisor" and "guide". The "student-centered" teaching mode is realized. Moreover, the role position is no longer passive, which greatly promotes the autonomy and initiative, and its enthusiasm is also improving. More importantly, the enhancement of students' transposition thinking ability has been in the designer's perspective to think about how to solve the problem, how to avoid the occurrence of the problem, how to improve the satisfaction of the user's needs, and so on.

2.2 Integrate the advertising design competition scene to stimulate students' design innovation potential

In the design course, the scene of "advertising competition design" is integrated into the design course, which makes the students have the psychology of striving for success, and realizes the combination of theory and practice. It not only improves the students' activeness, but also stimulates the innovative inspiration, which is of great help to the practice in the future. The rise of the new media era means that the needs of the audience have been strengthened, and the consciousness of the main body and entertainment of these groups have improved. At this time, we have to think about the direction of advertising design and how to move consumers. Obviously, some advertisements without innovation have been eliminated by the market. In the era of scene, advertising requires innovation and distinctive features to attract consumers.

At present, there are various kinds of advertising events in China, such as print, film and television, animation, interaction and so on. In the teaching process, teachers can use this mode to guide students to design, so as to increase students' initiative and problem-solving ability. At the

same time, the past advertising competitions will be integrated into the classroom, teachers will explain the advantages and disadvantages of these competitions in detail, how to do a good job in the entry point and so on.

3. THE PRACTICE PATH OF ADVERTISING DESIGN PRACTICE TEACHING IN THE SCENE ERA

3.1 Increase the construction of advertising design laboratory in Colleges and universities to provide rich platform

First of all, advertising design laboratory is particularly important, which provides a platform for teaching and can ensure the quality of students. Advertising design has a strong practicality, advanced equipment is indispensable, they can promote the effectiveness of the classroom.

In the new era, improving the quality of practical teaching depends on advanced equipment, so schools should invest a lot of money to maintain the development of students and create a better learning environment for future students. For example: advertising photography laboratory, multi-functional studio, multimedia editing room and so on.

3.2 Strengthen school enterprise cooperation and strive for more enterprise resources and social projects

As far as advertising design major is concerned, it relies heavily on social projects and enterprise resources, which is an important factor throughout students' learning career. At present, it is a good choice for enterprises to invite designers, and it is also a good way to provide students with a variety of design resources, which can also reduce the frustration of students.

Of course, the introduction of enterprise resources and social projects is not enough only by the strength of the school, but also requires the participation of the Education Bureau to bridge the gap and provide more resources to students; on the other hand, the experience of teachers is also very important, which can reduce the detours of students and bring more ideas to students [1].

3.3 Strengthen the construction of teaching staff of advertising design

There is a certain relationship between the quality of students' learning and teachers, so schools should strengthen the teaching team and provide the basis for teaching. In fact, there is no design experience for teachers in domestic colleges and universities. It is the teaching experience initially engaged in the teaching profession, and then gradually accumulated, there is no design experience. In the era of scene, the requirements for advertising designers are more stringent, mainly because people's quality of life has improved, and they no longer like the plain design. Therefore, strengthening the teaching staff is an inevitable trend. On the one hand, the school invites designers, professors and elites in the industry to expand teachers' vision and design experience, and to exchange social demand for talents, so that teachers can have a certain direction for talent cultivation. On the other hand, the management department of the school should also do its duty, create a system suitable for the development of students, and encourage teachers to contact with the times and constantly increase design experience. Only in this way can this strategy be launched [2].

4.CONCLUSION

To sum up, it is a brief description of the mode and path of advertising design teaching based on scene perspective. In view of the above discussion, it can be seen that the requirements for talents under the perspective of the scene have been strengthened, which also reflects the development trend of the new era. As a place of education, colleges and universities should bring different learning environment for students in combination with the actual situation, so as to effectively transport effective talents for the society.

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Research on the Mixed Teaching Design Of "Wisdom Education + Curriculum Ideological and Political Education"

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Abstract: Under the new situation, with the continuous development of information technology, the Internet has been integrated into the field of higher education, and plays an important role in promoting professional courses. After a new epidemic situation, the online + offline hybrid teaching mode has gradually penetrated into the university curriculum teaching, and has become one of the innovative teaching modes of various subjects. As an important teaching task to cultivate the core quality of contemporary college students, the ideological and political course runs through the whole college education system. In the post epidemic era, adhering to the "wisdom education + curriculum ideological and political" mixed teaching mode of communication is an important method to implement the national "moral education and cultivate people" education mechanism and cultivate college students' core literacy, and it is also a key measure to achieve high-quality communication teaching. In this paper, based on the "wisdom education + curriculum ideological and political" mixed teaching design of communication science, analyzes the new path of Ideological and political teaching of communication course.
Key words: Wisdom education; Curriculum ideology and politics; Communication; Mixed teaching

1. INTRODUCTION

Under the background of the new era, with the rapid development of science and technology and the rapid change of information, the psychological and ideological state of contemporary college students is also developing in a diversified direction. In the new round of higher education system reform in China, it is emphasized that the cultivation of College Students' communication ability and the combination of Ideological and political education and communication teaching are good strategies to cultivate high-quality successors and builders of socialism in China. At present, the development of communication teaching in Colleges and universities is facing the impact and influence of information technology on subject teaching. It is necessary to reconstruct a new teaching mode, fully integrate the ideological and political content of the course into the communication course, and give students correct guidance and education from the ideological and psychological aspects. The important concept of intelligent education is based on the development of Online + offline hybrid teaching mode in the post epidemic era. Based on the design of "smart education + curriculum ideological and political" mixed teaching mode, we need to deeply analyze the important concept of intelligent education and explore the innovative path of communication course Ideological and political teaching.

2. THE CONNOTATION OF IDEOLOGICAL AND POLITICAL TEACHING OF MIXED COMMUNICATION COURSE

At present, online + offline hybrid teaching mode has become the main trend of teaching in Colleges and universities. Especially after the impact of a new epidemic, the development of Online + offline hybrid teaching mode in China ushered in an important turning point. In the post epidemic era, facing the all-round penetration of the online + offline hybrid teaching mode, the important professional course of communication in Colleges and universities has been affected to varying degrees. Based on this, the important teaching concept of intelligent education came into being, and the online + offline hybrid teaching mode has become the core element of smart education. On the one hand, it caters to the new trend of education development, on the other hand, it also meets the needs of students' communication learning [1]. This innovative teaching mode can organically integrate the ideological and political education of the course into the teaching of communication science, fully release the effectiveness of the important educational concept of "Building Morality and cultivating people", fully infiltrate the subject knowledge into the depth of students' minds, and help students establish a correct outlook on life, values and life. This is not only an important measure to achieve high-quality ideological and political teaching of communication course, but also a communication science The ideological and political teaching of the course adopts the important connotation of the mixed teaching mode of the combination of online and offline.

3. A GOOD PATH OF IDEOLOGICAL AND POLITICAL TEACHING OF BLENDED COMMUNICATION COURSE

3.1 Enrich the course links and contents

From the perspective of discipline connection, ideological and political education and communication science promote and complement each other in content. The ideological and political teaching of communication course has strong theoretical characteristics. Only by enriching the teaching links and endowing the course content with new connotation can professional teachers give full play to the ideological and political teaching efficiency of communication course. Based on the online + offline hybrid communication course Ideological and

political teaching, teachers should rearrange the ideological and political teaching system of communication course according to the new teaching elements, build a solid online and offline array, and design different teaching links according to the characteristics of teaching content. For example, in the offline classroom teaching, according to the course chapters, teachers make full use of the advantages of classroom conditions, and use role-playing method, game teaching method and scene representation method to carry out ideological and political teaching of communication course to improve students' learning effect; for online teaching, teachers use the advantages of network platform through network teaching platform, and adopt case analysis method, speech method and group discussion method to enrich students The cognition of the course content can improve the teaching quality. In addition, teachers should also re sort out the ideological and political education content of communication course, and match the corresponding ideological and political education content of the course according to the core of each chapter of communication, for example, for the interview and interview chapters in communication, integrate the corresponding ideological and political education content of relevant courses such as etiquette, honesty and trustworthiness [2]. After that, the teaching contents of the chapters are refined, classroom teaching and extra-curricular online teaching are reasonably distributed, and students are the main body, and the close connection between online teaching and offline teaching is well done. Classroom teaching adheres to the basic knowledge teaching, online teaching to do a good job in theoretical knowledge absorption, practice teaching to strengthen the ideological and political content transformation and application, through the multi-dimensional integrated teaching matrix structure, to achieve high-quality ideological and political teaching of communication course.

3.2 Reorganization of classroom extracurricular teaching

Since the 21st century, the development of information technology in China has made great progress. The further integration of the Internet in the field of education endows subject teaching with a new concept and makes it glow with new vitality. Based on the development of Online + offline hybrid communication course Ideological and political teaching, teachers should start to design classroom teaching and extra-curricular teaching plate, reorganize the ideological and political teaching plate of communication course, make full use of the advantages of information technology, excavate teaching resources, and construct a new mode of Ideological and political teaching in communication course. First of all, in the classroom teaching section, teachers should change the traditional teaching concept, make full use of classroom multimedia equipment to carry out ideological and political teaching of communication course, fully integrate the education mechanism of "cultivating morality and cultivate people" into classroom teaching, and broadcast relevant contents of Ideological and political teaching of communication course for students through video, image and music, so as to enhance students' theoretical knowledge Solution,

stimulate students' learning thinking, use the rich classroom teaching atmosphere to further infect students' thinking, so as to effectively cultivate students' core literacy. Secondly, for offline teaching, teachers should actively carry out online teaching guidance through MOOC, superstar learning platform, wisdom tree, rain classroom and network teaching platform specially set up by the University of China. Teachers should timely deliver the relevant contents of the course to the network platform, so that students can complete homework submission through independent learning [3]. At the same time, teachers should establish a class communication group to smooth the communication channels between teachers and students, on the one hand, strengthen the communication between teachers and students, and effectively apply the theoretical knowledge of communication to the practice of teachers and students; on the other hand, teachers can timely track and guide students' homework status, so that the ideological and political content of the course can effectively penetrate into students' learning and life.

3.3 Establish a scientific teaching evaluation system

The system is the first to upgrade teaching. The evaluation of Ideological and political teaching effect of communication course has the characteristics of diversification. The evaluation of teaching effect should not only pay attention to the process evaluation, but also do a good job of summative evaluation. Only by combining the teaching process with the teaching results, can we provide a reference system for the improvement of Teachers' teaching methods and the transformation of teaching strategies, So as to continuously improve the ideological and political teaching effect of communication course. The establishment of the evaluation system of Ideological and political teaching of communication course requires teachers to start from both online and offline teaching, pay attention to the feedback of students' learning effect, and construct an effective teaching evaluation network. First of all, in terms of online teaching, teachers should establish the corresponding learning effect assessment content according to the teaching process. In the online teaching process, through the assessment of students' learning content, the score data will be recorded in the background of the network, so as to provide reference value content for the overall teaching evaluation of teachers; after online teaching, teachers should innovate assessment methods and make use of network advantages The online teaching effect is finally evaluated by means of online Q & A, online questionnaire, online anonymous letter and online voting, combined with the assessment score of online teaching process. Finally, in the evaluation of offline teaching, teachers should combine the online teaching content with the offline teaching content, and evaluate the students' learning effect. Through the assessment of the students' learning effect, we can observe the proportion of the course content and the students' learning results, so as to get a more comprehensive curriculum teaching evaluation results.

4.CONCLUSION

To sum up, under the background of the new era, online +

offline hybrid teaching mode is gradually integrated into higher education. To carry out ideological and political teaching of communication course and adhere to the teaching principle of combination of online and offline is the best way to effectively improve the teaching quality of the course. By analyzing the connotation of the mixed teaching mode of "wisdom education + curriculum ideological and political education", we can improve the quality of Ideological and political teaching of communication course and guide the healthy learning and growth of college students by enriching the course links and contents, reorganizing classroom extracurricular teaching plates, and establishing scientific teaching evaluation system.

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