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The Impacts of Climate Change on Urban Inequalities

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Abstract: Urban inequality has become a prominent issue in many policy and academic debates. Urban inequalities manifest itself in a variety of forms, including social, political, economic and spatial inequalities, among which the economic inequality is particularly evident. There are many reasons for the rise in urban inequality, but climate change is also an important one, though rarely recognized. This article will focus on how increasing climate change affects incomes and urban poverty, thereby exacerbating urban inequality.

Keywords: urban inequalities; climate change; economic inequality

1. INTRODUCTION

Urban inequalities have gained a prominent spot in many policies and academic debates. Urban inequalities refer to the inequalities between people that take place within an urban context such as urban regions and cities (Buitelaar et al., 2016). Urban inequalities take variety of forms which include social, political, economic and spatial. Those forms of inequalities violate the principle of egalitarianism that is fundamental to social justice, which can damage human potential and creates various problems that influence every member of society (Habibis and Walter, 2015). Urban inequality can occur between cities and within cities, which can be divided into inter-urban and intra-urban inequality (Buitelaar et al., 2016). Inter-urban inequality is increasing when cities have different abilities to access resources such as capital and technology. In the meantime, within a post-industrial, service-orientated city, the gap between rich and poor communities is widening (Florida & Mellander, 2015).

The growing urban inequalities are partly attributed to climate change. Gasper et al. (2001) argue that the unique socioeconomic and demographic characteristics of urban regions make urban residents and assets vulnerable to the impacts of climate change. According to the United Nation's Framework Convention on Climate Change (UNFCCC) (2011), climate change is defined as any change in climate caused directly or indirectly by human activities, which are different from natural climate change over certain periods. Climate change can directly impact human health, lives as well as various natural resource-based economic activities, leading to greater subsequent inequalities. This essay will be exploring

how the growing climate changes are contributing to urban inequalities around the world by focusing on economic inequalities, which are an important form of urban inequalities in the contemporary society.

The essay will draw on existing literature to identify two aspects of economic inequalities affected by climate change, including income inequalities and poverty. The main argument of this essay is that climate change can exacerbate economic inequalities in the urban areas. Although climate change is a global phenomenon and felt globally, it disproportionately influences the economic conditions of disadvantaged and vulnerable groups in cities. First, this essay will critically discuss the effects of climate change on economic inequalities in urban regions. Second, policies and strategies will be recommended to reduce the effects of climate change on economic inequalities.

2. CLIMATE CHANGE AND ECONOMIC INEQUALITY

Economic inequality refers to the uneven distribution of wages, income and/or capital (Buitelaar et al., 2016). Economic inequality is often related to poverty. This section will discuss the effects of climate change on economic inequality in urban areas in terms of the income gap and basic living conditions.

2.1 Climate change and the growing level of income inequality

Climate change can result in an increasing level of income inequalities in cities. Income inequality is quite common in cities in both developed and less developed countries. For example, Atlanta, the most populous city in the U.S. state of Georgia, is the physical embodiment of urban inequality, with a Gini coefficient of 0.57 (Lu and Tanzi, 2019). In Atlanta, the top 5% of households had an average income of more than \$663,000, whereas the bottom half of households earned less than \$65,000. Johannesburg, the largest city in South Africa, are least equal in income in the world, with a Gini coefficient as high as 0.74 (Du and Gelman, 2018). The city has a large poverty gap as only a small percentage of households have a very high income, while the vast majority are lower-income households that earn little money. The statistics show that 2.2% of the total population living in the East Rand region earn as high as \$40,000 while approximately 90% earn less than a dollar per day. It shows that large cities have a wide income disparity. This is because large cities can attract wealthy residents who want to work in high-paying industries

and the poor who seek low- income jobs to pay for the very basics such as food and housing.

The high rate of income inequality in cities would continue to grow due to climate change. Climate inequality leads to income inequality mainly due to the loss of job opportunities. This loss of jobs may be due to climate sensitivity or policy restrictions in the industry and workers themselves affected by the climate. Severe weather events and natural disasters caused by climate change can disrupt industrial activities and increase significant losses to industry (Gaspar et al., 2011), especially those weather sensitive or resource intensive industries such as the real estate industry, the retail and distribution industry, the agricultural industry, and the insurance industry. For example, Alam and Rabbani (2007) conducted a research investigating how climate change influenced industries in Dhaka, the capital and largest city of Bangladesh. They estimate that the 1998 floods resulted in nearly US\$ 30 million losses to large-scale industries in the city and a total of US\$ 36 million losses to small and medium size industries. The 2004 flood influenced over 600 garment factories and led to US\$ 9.1 billion losses (Alam and Rabbani, 2007). A study by Pizer (2017) estimates that every 1 degree Celsius increase in temperature would cost the U.S. a roughly 1.2 percent drop in gross domestic product. The cost was projected above \$18 trillion in 2016. It shows that climate change could result in a decrease in gross domestic product. Industries in the U.S. cities would inevitably suffer from the negative economic consequences of climate change. The industry loss caused by climate change can significantly impact the urban labour markets, leading to massive job losses. As a result, workers would face less employment opportunities because of climate change. For instance, a quantitative study conducted by Oremus (2019) investigated the relationship between climate change and fishing employment in New England. He discovered that sea-surface pressure changes caused by climate change affected fish productivity and distributions, reducing the revenue of the fishing sector in New England. As a result, climate change reduced wages and employment in New England by nearly 16% during 22 years between 1996 and 2017 (Oremus, 2019). It indicates that climate change can cause the loss of weather sensitive or resource intensive industries and leads to job losses of low-skilled workers in these industries, which further widens the income gap between the rich and the poor.

In addition, as cities are the major sources of greenhouse gas emissions and homes to large populations, there is a need to switch to a decarbonised economy to mitigate climate change and working people are on the frontline of the industrial transformation (Burrow, 2015). Some city governments may implement emissions restrictions policies to reduce industrial greenhouse gas

emissions. Although it is expected that investment in climate action would create more jobs, the industrial transformation process may still inevitably lead to structural unemployment and an increase in unemployment rates (Burrow, 2015). This is because carbon intensive industries still create the majority of job opportunities for low-skilled workers. Moreover, low-skilled workers may lack knowledge and skills to adapt to the industrial transformation. The lack of quality jobs in sufficient numbers in the process of industrial transformation can further induce urban poverty and insecurity. Therefore, the industrial transformation driven by climate change may worsen the economic conditions of workers and widen the income gap in urban areas. Furthermore, climate change can result in disrupted working conditions, which reduces the income of workers. This is because climate change has negative influences on the physical and mental wellness of workers. Variations in climatic conditions lead to an increase in infectious disease transmission, which can directly influence the health of workers and increase sick leaves and hospitalisations. In addition, higher temperatures decrease the productivity of workers. They are more likely to suffer ill health in a heat wave. Mental illness of workers is another issue arising from climate change. Extreme weather events can trigger mental health problems, such as stress, anxiety, and depression (Hsiang et al., 2013). It can also increase person-on-person violence in the workplace, making labour suffer from poor working conditions. As a consequence, workers would have poor performance and their income would decrease. They also face higher risks of losing jobs when they have low productivity.

2.2 Climate change and an increasing inequality of basic living conditions

In the contemporary society, there is an increasing concern about the concentrated inequality of basic living conditions in urban areas. The incidence of absolute poverty in urban regions is nearly 30 percent higher than that in rural areas (Ravallion et al., 2007). Climate change can significantly affect people in poverty by worsening their living conditions. As discussed above, climate change results in low and irregular incomes of workers, which can further restrict their access to the very basics such as food and housing.

First, climate change has greatly impacted the ability to get food because it reduces agricultural production and lead to higher food prices. Agriculture relies heavily on seasonal weather and is vulnerable to climate change. The unexpected snowstorms, droughts and other severe weather events can influence crops and food prices. For example, in sub-Saharan Africa, changes in rainfall patterns and extreme droughts lead to the loss of cropland. The crop yields in the area are expected to drop by at least 10 to 20 percent by 2050 (Kotir, 2011). It shows that

climate change impedes people's ability to grow food. However, due to the growing urban population in cities, there would be increasing food demands in cities, which result in higher food prices in urban regions. For instance, in China, food prices rose to 15.5 percent year-on-year in 2019. The price of Pork, the most popular meat in China, increased

110.2 percent due to the African Swine Fever in 2018 (National Bureau of Statistics of China, 2019). It could significantly increase the food costs of living in cities in China. As of October 2019, the consumption expenditure of urban residents in China rose 3.8% year-on-year (National Bureau of Statistics of China, 2019). Compared with high-income people, poor urban households are the most vulnerable to food insecurity because they have low and instable income and spend more than half their earnings on food. Moreover, they are more likely to suffer food shortage when they lose jobs or have limited access to employment opportunities.

Additionally, the low-income groups are more likely to suffer environmental hazards caused by climate change, especially when they have a highly level of concentration within cities and live in informal settlements. According to Dobson et al. (2015), people living low-income and informal settlements in and around urban centres are most vulnerable to the impact of climate change. Tammaru et al. (2016)'s study examines the level of socio-economic segregation in 12 European cities, including Madrid, Tallinn, London, Stockholm, Vienna, Athens, Amsterdam, Budapest, Riga, Vilnius, Prague and Oslo. They discover that people living in poverty are increasingly concentrating spatially in many European cities. Wealthier people enjoy more freedom to choose where they want to live and enjoy high quality services. The concentration of higher income households in one area can increase house prices in this area, which reduces the housing choices of low-income groups who have live in the area where housing is cheap with poor public services. In fact, it leads to the spatial concentration of the poor and the emergence of low-income and informal settlement in urban areas. The report of UN-Habitat (2013) shows that nearly 25% of the urban population in the world live in informal settlements. Since 1990, there are nearly 200 million informal settlement residents added to the world's population (UN-Habitat, 2013). These informal settlements are located in geographically and environmentally sensitive areas. Houses in informal settlements are poorly built and often devoid of risk-reducing infrastructure. It makes the poor more easily affected by environmental hazards. They face more risks of financial loss as they often lack insurance for their homes, health or possessions. Many of them are forced to quit their jobs and migrate to other areas or cities owing to climate change. In this regard, climate change can contribute to an increasing level of urban

poverty.

2.3 Suggestions for reducing economic inequalities

Today, over 50% the world's population live in urban regions. It is important for cities to develop climate change adaptation plans and build resilience to climate change. After analysing how climate change exacerbates economic inequality in urban regions in terms of income inequality and poverty, there are some suggestions for reducing the effects of climate change on inequalities.

First, the low and irregular income of the poor is the root cause of economic inequality in urban areas. The top priority is to secure the job of workers, increasing poor people's access to decent and stable employment. As mentioned above, severe weather events cause loss to weather sensitive or resource intensive industries, leading to the reduction in wage and employment. The suggested policy is climate-linked subsidies for weather sensitive or resource intensive industries. The subsidies can be divided into two different types. The first type of subsidies is to provide financial support for substantial industry losses caused by severe weather events in order to avoid massive job losses. Another type of subsidies is to encourage energy-intensive industrial sectors to use renewable energy sources. If industries can shift to renewable energy sources, it can mitigate the effects of unilateral climate change and reduce, which in turn, reduces industry losses caused by climate change.

Additionally, as climate change can cause disrupted working conditions and lead to labour productivity loss, governments should take measures to protect the most vulnerable workers and support them to have a sustainable working life facing climate change (Nilsson and Kjellstro, 2010). For example, city governments should introduce occupational health and safety policies to protect workers from poor working condition and occupational health impact. They provide a basic level protection for on-the-job heat stress and offer recommendations for employers to prevent heat-related illnesses. Moreover, a new health system is needed to increase workers' access to preventive health services as well as satisfy working populations' health needs.

Moreover, the shift towards a fully decarbonised economy would be inevitable due to the threat of climate change to human health and lives. The transition to a low-carbon economy may increase unemployment rate and exacerbate income inequality. It is important for city governments to create employment in the process of industrial transition. For example, through investment in the renewable energy industry, a large number of new job opportunities can be created. For instance, in Germany, nearly 370,000 people work in the renewable energy industry. China, as the world's largest renewable energy job market, has created nearly 3.4 million job opportunities in the industry.

(Burrow, 2015). According to Werna (2013), employment creation means not only the creation of new job opportunities, but also the increase in employability such as skills training and special initiatives for disadvantaged groups. When implementing emission restriction policies, various industrial transition measures should be taken to ensure workers' skills training and redeployment and provide secure pensions for older people. For example, the government can use a part of revenue collected from carbon tax to support the skills training of displaced workers.

At last, to reduce urban poverty induced by climate change, building resilience in urban regions is a significant solution. According to Dobson et al. (2015), building urban resilience requires multi-sector and multi-stakeholder participation. Facing climate change, the marginalized urban residents should be involved in decision-making. The urban poor are the most vulnerable groups to climate change. Because of low and irregular income, they lack access to the very basics such as food and housing. As they are increasingly concentrating spatially in cities and most of them live in informal settlement, local governments should build a partnership with them to develop urban adaptation planning. It is important for the government can improve infrastructure systems in neighbourhoods of concentrated poverty and increase risk-reducing infrastructures in the areas.

3. CONCLUSION

In conclusion, this essay provides an analysis of the effects of climate change on urban inequalities. It focuses specifically on economic inequalities in urban regions caused by climate change. This essay argues that climate change can disproportionately impact the economic conditions of disadvantaged and vulnerable groups and exacerbate economic inequalities in the urban areas. The effects of climate change on economic inequalities is explained from the perspective of income inequalities and poverty.

First, climate change can result in an increasing level of income inequalities in cities. It is because severe weather events and natural disasters cause substantial losses to weather sensitive industries, which reduces wages and employment. Moreover, climate change leads to disrupted working conditions, which influences the health of workers and reduces their work productivity. Consequently, their income decreases. In addition, climate change has significantly affected living conditions. Climate change reduces agricultural production and result in higher food prices. It increases the consumption expenditure of urban residents. Poor urban households are more likely to suffer food shortage. As the poor have a highly level of concentration within cities and live in informal settlements, they would be significantly influenced by environmental hazards. Therefore,

climate change contributes to an increasing level of urban poverty.

Several suggestions are provided to reduce climate change effects on economic inequalities. First, local governments can create more job opportunities in renewable energy industry and provide skill training for displaced workers. Climate-linked subsidies can be used to support the development of weather sensitive industries and their transition to low-carbon industries. Governments can also protect workers from poor working conditions caused by climate change. Lastly, local governments should build a partnership with the urban poor to develop urban adaptation planning to improve their living condition in the face of climate change.

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On the Construction of Ideological and Political Instructors in Universities

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Abstract: This paper will explore the team construction of Ideological and political counselors in Colleges and universities, so as to truly implement the ideological and political work and improve the ideological and political level of college students [1].

Keywords: ideological and political counselors; team building; exploration

1. INTRODUCTION

Ideological and political counselors are important counselors of College Students' Ideological and political education. They play an important guiding role in students' study, thought and life, and make an important contribution to the cultivation of students and the construction of a harmonious campus. It can also be seen that the important role of Ideological and political counselors in Colleges and universities, in the new era, it is of great significance to do a good job in the construction of Ideological and political counseling team in Colleges and universities [2].

2. PROBLEMS IN THE CONSTRUCTION OF IDEOLOGICAL AND POLITICAL INSTRUCTORS IN UNIVERSITIES

2.1 Role orientation

Counselors play an important role in the development of Ideological and political work in Colleges and universities. They are one of the main teachers to carry out ideological and political work. They are the organizers, guides and implementers of the ideological and political work system. They also have the dual identities of teachers and cadres. The first priority is to strengthen the ideological and political education of contemporary college students. Then, with the enrollment expansion of colleges and universities and the increasing number of students, the workload of Ideological and political counselors in Colleges and universities is also increasing. Often, an ideological and political counselor needs to manage several classes of students, responsible for their ideological and political education, party and league construction, dormitory management, campus cultural activities, study style construction and so on. Due to the huge workload, ideological and political counselors in Colleges and universities have no time to do the corresponding ideological and political education work. They often go to educate the students after they have some behavioral deviations. However, this method cannot fundamentally improve the ideological and political level of students.

Therefore, the role of college counselors is too much, and they are often unable to concentrate on the ideological and political education of students [3].

2.2 Liquidity

College counselors have more tasks, but there is a certain gap in their career promotion prospects and salary compared with other colleges, which makes the team of college counselors unstable and mobile. Secondly, from the perspective of the overall age of college counselors, the age of college counselors is relatively young, often some college students who have just graduated. This kind of counselors are more energetic at work, and will have a high enthusiasm for the work, like to explore the ideological and political education work, but this kind of counselors often lack certain work experience, and cannot effectively carry out the ideological and political education work for students in the actual work. Therefore, these kind of young counselors often do not work well and cannot be recognized by the school leaders, which lead to the phenomenon of frequent job hopping of Ideological and political counselors and further aggravate the instability of the ideological and political counselor's team. Secondly, some college ideological and political counselors like to choose retired people with college work experience to serve as ideological and political counselors. Although these groups have certain experience, their work enthusiasm is not high. In the actual work, they often hold the attitude of being content with the status quo and lack passion. For college students, there will be some problems when they communicate with this kind of Ideological and political counselors. Based on the above factors, the instability of college counselors is further aggravated [4].

3. RESEARCH ON THE TEAM CONSTRUCTION OF IDEOLOGICAL AND POLITICAL INSTRUCTORS IN UNIVERSITIES

3.1 Increasing attention

At this stage, colleges and universities want to build a high-quality ideological and political counselor team, first of all, we should pay more attention to the ideological and political counselors in Colleges and universities, which is also the premise of building a high-quality ideological and political counselor team. Only by strengthening the attention of colleges and universities, can we carry out the construction work well. Therefore, colleges and universities should observe and sympathize with the actual working state

of Ideological and political counselors from their daily work and spare time life, and then assist them to carry out ideological and political education through diversified ways. Secondly, the school should actively strengthen the incentive of College Counselors in terms of policies, and establish a clear incentive mechanism, so as to stimulate the enthusiasm of college counselors, so that college counselors can always maintain a responsible attitude and positive enthusiasm in their work, In order to build an efficient and enthusiastic ideological and political education team, promote the ideological and political counselors to do a better job of Ideological and political education in Colleges and universities, and improve the ideological and political level of college students [5]

3.2 Professional training

A professional ideological and political education team is essential to improve the ideological and political level of contemporary college students. Only a professional education management team can effectively promote the ideological and political education of contemporary college students to a new level. Based on this, in order to improve the level and work quality of Ideological and political education in Colleges and universities, first of all, we can strengthen the academic exchange of Ideological and political education in the organization of regional colleges and universities, and effectively integrate the ideological and political education resources of colleges and universities, so as to promote the learning from each other. In order to promote the work of Ideological and political education in Colleges and universities, we can expand from one point to another, give full play to the positive role of Ideological and political education resources in Colleges and universities, and promote the common progress of Ideological and political education in Colleges and universities.

Secondly, in the construction of the ideological and political team of college counselors, we should follow the principle of people-oriented, in-depth study of the work of Ideological and political counselors, and make more professional and professional training programs according to the needs of Ideological and political counselors, Only in this way can the training program of Ideological and political counselors be more reasonable and scientific, and the overall quality of the ideological and political counselors be really improved, so that the ideological and political counselors can play the greatest role and improve the ideological and political level of contemporary college students.

Finally, in the training of College Ideological and political counselors, we should also pay attention to let the counselors implement the training content into their actual work, through the in-depth analysis of College Students' Ideological and political education, so as to put forward more innovative teaching

methods, Only in this way, can the major colleges and universities in the ideological and political education academic exchanges, can collision out more ideological sparks, put forward more innovative models, open up more teaching ideas, so that the training of college counselors can be implemented, and really improve the quality and efficiency of Ideological and political education of College counselors.

3.3 Make clear the teaching core of Ideological and Political Course

In the process of College Students' Ideological and political education, many counselors do not have a clear teaching plan when they carry out the actual teaching. They often carry out temporary counseling and education only when the students have ideological problems or behavior deviations. This kind of education method has a lag, In order to build a high-quality ideological and political education team and effectively improve the ideological and political level of contemporary college students, ideological and political counselors should have a clear teaching plan and implement the teaching plan, so that the ideological and political work is not only a slogan, but can really improve the ideological and political level of College students.

In the process of carrying out ideological and political education in Colleges and universities, ideological and political counselors mainly have problems such as misplacement of methods and inability to deal with them. These problems lead to the low quality of Ideological and political counselors' work. The main reasons for these problems are as follows: First of all, the current ideological and political education work of Ideological and political counselors in Colleges and universities is not independent, the school has more interference in the work of Ideological and political counselors, and has strong leadership. The development of Ideological and political education work is often carried out according to the requirements of the school, which makes the ideological and political education work lack of flexibility and pertinence, thus affecting the quality of Ideological and political education work. Secondly, the ideological and political instructors have not grasped the teaching core of the ideological and political education. In the specific education work, the ideological and political education work is marginalized, which makes the ideological and political education work of contemporary college students unable to be well implemented, Therefore, if we want to build a high-quality ideological and political education team, we must change the marginalization situation of Ideological and political teaching, and help ideological and political counselors do a good job in the core plan of Ideological and political teaching, so as to make the ideological and political education truly implemented

and improve the ideological and political level of college students.

4. CONCLUSION

In a word, in order to better improve the quality of Ideological and political education and build a high-quality ideological and political education team in the process of Ideological and political education in Colleges and universities, we need to pay more attention to the ideological and political education work, and formulate a reasonable and scientific training plan according to the actual work needs of Ideological and political instructors, At the same time, to help ideological and political counselors to develop a clear teaching core plan, so that the ideological and political work is not just a slogan, the teaching plan will be implemented, can really improve the ideological and political level of college students, to ensure the quality of Ideological and political education team.

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Practical Strategies of Ecological Civilization Construction from the Perspective of Ecological Cultural Symbol Constructing

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Abstract: Natural symbols take natural landscapes as main bodies, such as mountains, rivers, etc., while artificial symbols are usually the image expression of the transformed connotation of natural symbols. They refer to each other in ecological cultural symbols. The unique relationship between these two symbols determines that ecological cultural symbols are given birth by the production, life, and practice of humankind. They demonstrate the level of productivity and contain strong local characteristics. Ecological culture is a part of traditional culture, yet it is also integrated with mainstream social values. Nowadays, the contradiction between environmental protection and economic development is getting increasingly intensifying. During the process, communication should play a pivotal role if ecological culture is to be well protected and inherited, and continues to develop and improve itself without being impacted and assimilated by external culture. How to properly express ecological cultural symbols so that the value and ideology it represents can last forever is of great importance to the maintenance and development of the ideology of ecological cultural symbol system. Humankind plays an important role in production and creation. They construct ecological cultural symbols and spread the idea that “nature is connected and unified with human” through media to form a consensus of a green lifestyle from their ideology and to practice an environmentally-friendly way of production. Nature will treat human beings fairly according to their actions. Only in this way can the Chinese nation realize sustainable growth and thus create a beautiful China.

Keywords: Ecological culture; cultural symbol; ecological civilization construction

I. THE DILEMMA AND REFLECTION OF THE ECOLOGICAL ENVIRONMENT

The historical concept that “the rise or fall of a civilization is closely tied to its relationship with nature” demonstrates the direct impacts of the ecological environment on civilization. The collapse of the once splendid ancient Egyptian civilization and Babylonian civilization was linked to environmental degradation, while the then flourishing Loulan civilization of China, which was finally buried under

sand, is also an example. A large number of facts show that natural resources, once exhausted, will be hard to regain. After the reform and opening up, China mainly relied on extensive growth mode for rapid economic development. The consequences include excessive resource consumption and serious environmental pollution, and eventually, nature is almost hard to bear. Environmental problems emerged in Western countries during their one-century industrialization break out in a very short period in China. Environmental degradation, poor management system, raising conflicts among various stakeholders, and other problems are becoming increasingly prominent, which seriously threatens the sustainable development of ecological culture and economy.

Since the 18th National Congress of the Communist Party of China, the Party Central Committee, with Comrade Xi Jinping as the core, has placed the construction of a beautiful China at an unprecedented height and has integrated the construction of ecological civilization into the layout of China's five pronged strategies for building socialism with Chinese characteristics. It also insists on harmonious coexistence between man and nature and incorporates such a concept into the basic strategy of upholding and developing socialism with Chinese characteristics in the new era. Meanwhile, the Party Central Committee adopts the green development concept and takes pollution control as the main task in defeating “three critical battles”. Strict systems and powerful measures taken during the process will help promote the realization of a “beautiful China” vision.

II. THE IMPORTANCE OF CONSTRUCTING ECO-CULTURAL SYMBOLS

Throughout history, symbols have been affecting human production and life. Symbols are carriers and external manifestations of culture. During the evolution of human history and civilization, the emergence of cultural symbols plays a significant role in the cultural development of a region, an ethnic group, or a nation. Clifford Geertz, an American anthropologist, once emphasized that “culture is a mode of meaning embodied in symbolic signs that are inherited during history, and is also a conceptual system expressed by a symbolic system, through which people communicate, keep and develop their

understandings and attitudes towards life.”[1] In other words, the concrete expressions of the abstract cultural forms created in the development of historical civilization are symbols. Accordingly, the history, spiritual connotations, values, etc. of local culture will develop and become the regional symbols and symbol systems with local characteristics, which is also a product of local cultural construction.

First, eco-cultural symbols are cultural carriers with distinctive local characteristics. They can be characters evolved from natural landscapes. For example, ancient hieroglyphs are symbols produced by concrete things. They could also be non-literal symbols, such as a beautiful song formed by local history and culture, or records that rely on realistic images to convey the concept of ecological culture. Examples of the latter include videos, attractive publicity films, and beautiful natural and cultural landscapes. Eco-cultural symbols reflect the connotation of culture in some forms and bring sensory effects to people so that the viewers can subconsciously remember the culture and finally form a solid impression.

Second, eco-cultural symbols are the “key opinion leaders” of institutional norms. People’s basic views and beliefs about culture and society have formed their values, and this concept, to some extent, will evolve into human subconsciousness and behavioral norms, and will then dominate people’s production and life. Therefore, correct ecological awareness and concepts are vital to the construction of ecological culture. To implement the construction of ecological culture requires, first of all, that everyone must become involved, or must become an ecological environment builder. They should raise environmental protection awareness and form mainstream eco-cultural values. Cultivating people’s ecological awareness is also the first step in shaping local ecological images and forming the consciousness that “This is my home”. The cultivation of this concept can be achieved from internal and external channels. The natural sense of the ecological landscape and specific ecological education and science activities can stimulate people’s protagonist awareness and environmental protection awareness. Internal channels include the shaping and dissemination of cultural symbols, such as mobile media slogans like “Lucid waters and lush mountains are invaluable assets”, public service announcements, etc. These concepts of social development agreement convey the principles of ecological culture. These concepts formed during social development convey the principles of ecological culture. These ideas will create a reaction to the idealization of production and life from people’s subconsciousness, or, the value standards that people pursue. In this process, the social function of cultural norms is established.

Third, the duality of eco-cultural symbols.

Superficially, the appearance is the representation form of landscapes or objects, while at a deeper level, it is the consciousness of inheriting and forming spiritual culture. With the development of human history and civilization, symbols will also undergo a process of change that suits the age. Therefore, the renewal of symbols also guides cultural changes. As an emerging culture, ecological culture must be built based on traditional culture, combined with the mainstream cultural values of the period, and then create symbols and symbol systems that are compatible with it. Through the shaping of new cultural patterns, social and cultural evolution and changes can be fulfilled.

III. THE RELATIONSHIP BETWEEN ECO-CULTURAL SYMBOLS AND ECOLOGICAL CIVILIZATION CONSTRUCTION

Literally, eco-cultural symbols and ecological civilization construction have similarities, but there are also some differences, such as being the whole and part, and being abstract and concrete. Despite this, there is also a close connection between these two concepts. China is a big developing country but lags in industrial civilization. However, its rich traditional cultural heritage is a unique entity. E·R·Service has pointed out that in the historical context of coexistence of multiple cultures, different evolutionary processes will inevitably appear as “discontinuities in the ethnic pedigree” and “discontinuities in regional spatial distribution.” [2] The once “fringes” will evolve into the “center”, while the previous “center” will inevitably lag. [3] This in itself is the result of cultural “multi-line evolution”. The rise of China is an example. The Chinese nation was united and co-developed. By comprehensively reflecting on the pros and cons of industrial civilization, and combining local eco-cultural symbols, China established specific natural and ecological systems of restraint and regulations and has finally formed a pattern of the coexistence of cultural diversity.

1. Eco-cultural symbols are the foundation of ecological civilization construction

Since ancient times, the most fundamental relationship of human society is the relationship between culture and ecosystems. Simply put, it is the relationship between men and nature. Up till now, the “five civilizations” that human society has experienced (“hunter-gathering civilization”, “shifting agriculture civilization”, “nomadic civilization”, “agricultural civilization”, and “industrial civilization”[4]) are all included in the man-nature relationship. During the process, humankind creates different brilliant spiritual and cultural forms, and these forms later become spiritual and material heritage. Steward conducted a systematic study and found that any nation, after experiencing its “unique evolutionary course” and the mutual integration of culture and its ecosystem, will be bound to form a

cultural-ecological entity between the national culture and the ecosystem in which it is located, and this is the national-specific "eco-cultural symbol" mentioned in this article. In essence, eco-cultural symbols are the objective reflection of social productivity, the crystallization of human civilization and progress, and the spirit drivers and intellectual support for social progress. They penetrate all levels of social ecology and are closely integrated into the economy, society, and the environment. They communicate the concept of rational development, utilization, protection, and conservation of the environment to achieve sustainable use of resources. They respond to climate and environmental changes and appeal for the reduction of greenhouse gases and other pollutants. They prevent and reduce the impacts of earthquakes and other geological disasters on the world and humankind, and thus achieve sustainable economic and social development to protect the world.

2. Both are historical heritages

In traditional concepts, history is recorded in words, and the most typical one of it is *Shiji* (or *Records of the Grand Historian*) written by Sima Qian in the Han Dynasty. With the development of photography technology, the photographic nature of the "decisive moments" of photos makes pictures an important medium for historical records. Later, with the development of camera and image storage technology, images began to play an important role in historical records. Texts, photos, videos, etc. are symbol carriers of cultural contents with local ethnic characteristics. The construction of eco-cultural symbols and cultural contents is an external and internal relationship and has a coherent ideological context. Eco-cultural symbols are direct, clear, and easy to understand and spread, and they carry rich historical memories.

The construction of ecological civilization is an exploration process combining theory with practice, and it is also a process of cultural transition. In theory, the construction of ecological civilization is based on industrial civilization, and it combines the strengths of various ethnic cultures for cultural innovations.[5] China has an extensive and profound traditional culture. The formation of Chinese culture in history is a process of integration of different ethnic cultures. This depends on China's multiculturalism since ancient times. Seeking common ground while reserving differences based on respecting the differences of various nationalities and cultures is the embodiment of China's "harmony culture". [6]

For that reason, the construction of socialist ecological culture with Chinese characteristics in the new era should combine its own profound historical and cultural heritage with industrial civilization norms and systems, and build new eco-culture symbols with the help of contemporary technology.

In practice, the exploration process of ecological

culture construction must be an arduous re-understanding process, and it is a combination of the efficient use of relevant ecological natural systems and the compatibility of multiple cultures. In this process, the pros and cons of the use of different resources are continuously evaluated. During understanding, a comprehensive summary of the experience and lessons accumulated in a specific ecosystem is made to ensure an accurate and in-depth understanding of various nature and ecosystems and to form a huge database. This construction process advances with the times, and also helps the understand of the establishment of human ecological civilization.

The construction of ecological civilization is an important content of socialism with Chinese characteristics, and it is also the universal consensus towards a better future. Eco-cultural symbols with obvious local characteristics are the carriers of the condensed ecological image and ecological cultural connotation of the region, and they also affect the ecological conditions of the region. Accordingly, in the practice of ecological culture construction, it is necessary to build ecological landscapes with local characteristics, enhance people's awareness of environmental protection, and advocate a green way of consumption and production from the perspective of the construction of cultural symbols to improve the construction of eco-cultural symbols. Symbols provide services for ecological culture construction throughout the whole process. The production of eco-cultural symbols accurately expresses the connotation and direction of ecological cultural values and plays an irreplaceable role in guiding people's norms, concepts, and behaviors.

All in all, there are obvious differences between the construction of eco-cultural symbols and the construction of ecological civilization, but there are also close connections from multiple perspectives. It is important to clarify the relationship between these two as it will help align the direction of the goal of building an ecologically "beautiful China" and the path of ecological civilization construction. It will also lay a foundation for the following paragraphs on how to construct distinctive eco-cultural symbols and corresponding communication channels suitable for the symbols, and the basis of knowledge and guidelines of implementation.

IV. CONSTRUCTING ECO-CULTURAL SYMBOLS AND IMPLEMENTING STRATEGIES FOR ECOLOGICAL CIVILIZATION CONSTRUCTION

The eco-cultural symbol system is a complex and widely covered symbol system in which various elements such as landscape, system, and concepts are blended. Due to the distinctiveness of regional culture, these elements restrict and depend on each other. To strengthen the construction of ecological civilization, it is necessary to establish an eco-cultural symbol

system based on symbolic signs, to form good cultural compatibility of the region, and to build an effective symbol communication channel. As a culture in which people and nature coexist harmoniously, ecological culture should organically integrate human, nature, and society in the construction of its cultural symbols.

The development of mankind is accompanied by the historical evolution of cultural transmission. The development, integration, and innovation of culture are closely linked to cultural communication, which is, in essence, the transmission of cultural symbols [7]. Therefore, through appropriate communication methods, eco-cultural symbols can be better expressed so that the values or ideologies they represent can take root in society. Moreover, it is of great importance to ideological maintenance, development, and re-emphasis of the entire eco-cultural symbol system.

In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping emphasized that we must advocate the green development concept to respect and care for nature so that every individual will learn to value the blue sky and clean water and can thus form profound humanistic feelings. It is necessary to accelerate the establishment and improvement of an eco-cultural system based on ecological values. The eco-environmental protection concept should become the mainstream culture of social life. Regarding public participation, General Secretary Xi Jinping proposed to build a government-led environmental governance system, with enterprises as the main body, and social organizations and the public participating together. Green behaviors should be carried out, and the public should be mobilized to take practical actions in reducing energy resource consumption and pollutant emissions and to make contributions to ecological protection.

1. The leading role of the government

The distribution of the right to say in a nation determines the space of contemporary eco-environmental protection and green development. Article 6 of the Environmental Protection Law of the People's Republic of China stipulates that local people's governments at various levels shall be responsible for the environmental quality of their administrative regions. Therefore, in eco-environmental protection, the local government has social public power and thus acts as the supreme rule maker, i.e., the leader, in eco-environmental protection and sustainable development.

In terms of eco-environmental protection and development, the government, if it is to better play the leading role, should announce good policies and regulations to provide services.

Laws and regulations should be formulated to promote eco-environmental protection, and thereby facilitating the development of nature reserves.

According to relevant laws and regulations, the government shall set up relevant protection regulations for nature reserves, combine the natural environment with local history and culture, and upgrade protection in wider areas. In this way can a network system be built for construction and protection. Meanwhile, previous ecological and environmental protection regulations should be revised to make them suitable for the changing environment. For example, the newly revised "Regulations of Qinling Mountain Eco-Environment Protection of Shaanxi Province" by Shaanxi Province this year is also the first innovation that China has realized the innovation of the regional comprehensive legislative model. After more than a year, the text was revised dozens of times, and information such as the base numbers of 647 various protection units of the Qinling Mountains was formed, which provided a sufficient basis for Qinling Mountain legislation. Such action establishes the "golden rule" for actual environmental protection and ensures that soft principles such as environmental awareness and sustainable development are reinforced by institutional powers. Adhering to legislation for the people and giving full play to the leading role of the National People's Congress is an in-depth practice of scientific legislation, democratic legislation, and law-based legislation [8].

1.2 Strengthening ecological attributes of local cultural symbols

Cultural symbols with distinctive local characteristics are a concentrated expression of local historical and cultural accumulation and humanistic accomplishment. The characteristics of cultural symbols contain a wide range of social characteristics and are highly accepted by the public. They play an important role in group life. Real local culture should reflect the hard-working, morals, and customs of the local people. It should have distinct regional characteristics, and should also continue the lifeline of local historical and cultural traditions, and cultural elements with historical value.

Dunhuang Mogao Grottoes, with a history of more than 1600 years, is the core of Dunhuang culture in Gansu. It has been eroded by wind and sand since the opening of the cave. With accumulated sand in Mogao Grottoes, exquisite murals and lifelike statues may disappear. Faced with the crisis, Dunhuang City has strengthened the management and protection of the local ecological environment through tree planting and afforestation, natural vegetation enclosure management, and restricted mining and grazing. With these methods, it makes the overall local natural environment more suitable for cultural relic protection. Under the leadership of the Dunhuang Municipal Government, the relevant department carries out extensive publicity, and set up special columns, activities, and traveling publicity to publicize to the citizens the current situation of the

regional ecological environment, the crisis they have, and the need for protection. A good atmosphere of public opinion has been formed, which promotes the construction of ecological civilization in the region. A model that combines ecological cultural symbols with local history and folk culture is also established. Through the development of ecological culture, the purpose of protecting local cultural heritage can be achieved, and the blind development and over-development of these cultural symbols can be avoided. During the process, people's ecological cultural outlook can be cultivated; ecological civilization awareness can be enhanced, and ecological culture can grow as well.

1.3 Local governments making overall plans for urban construction and construct ecological and cultural symbols --- "sponge city"

Water is the foundation of ecology. Yangzhou City is the earliest "Canal City" in the world and also the only city of the same age as the Grand Canal in China. Grand Canal's successful inscription of the world heritage marks another platform for displaying Chinese culture in the world. The unique aquatic ecological endowment is the multi-level living heritage of urban economy, culture, technology, ecology, etc., and it should also be the core component of Yangzhou culture. Local governments combine urban water ecology, geographical environment, and historical and cultural symbols to explore and expand the spiritual connotation of water culture, and systematically create a carrier for it.

Macroscopically, the maintenance of the city is based on Yangzhou's geographical environment features of "hills and mountains in the west, farmland wetlands in the east, and the Huai River crossing the border into the Yangtze River". It connects ecological space elements such as "hills, water, forests and fields" to form a natural ecological space pattern of "two corridors, four areas, and seven hearts". At the medium-level, it relies on the dense water system and river network for a public space system of waterfront culture in Yangzhou. At the micro-level, it combines the design technical guidelines on colors, forms, and materials of relevant water cultural heritage to guide the design of construction projects of ecological water cultural city.

The sponge city landscape is constructed by natural materials, which helps present the traditional characteristics of the city and the continuation of the city's cultural heritage. The city regularly organizes water-themed festivals and uses the annual "World Water Day", "Water Safety Activity Day", and "Yangzhou City Celebration Day" as the propaganda methods to carry out a series of thematic propaganda and education activities to attract the participation of people from all walks of life.

The local government makes overall plans and takes into account the overall policy implementation. It implements each item separately following the

requirements of the overall plan and builds a corresponding long-term mechanism. As the dual-carrier of cultural and ecological resources, water culture resources have special excavation and utilization value. Local governments use the city's water culture resources to integrate water culture into the urban space and focus on combining existing topography and landforms to build a "sponge city" in line with local conditions. This has become a unique ecological and cultural symbol of Yangzhou. It improves the level of urban ecological civilization construction and the quality of urban development and brings comprehensive ecological environmental benefits to Yangzhou.

2. Dissemination of ecological cultural works and constructing landscape nationalism

In the field of ideology, literary and artistic works can educate and guide the public in consciously participating in the construction of ecological civilization. Ecological literature and artworks, as the carrier of ecological cultural symbols, cultivate thoughts and build the soul of spirit to realize the vision of beautiful China.

In Chinese literary and artistic traditions, creators prefer to convey emotions and entrust the spirit by chanting natural scenery and cultural landscape. Nowadays, domestic documentaries of natural scenery and cultural landscape have shown more directions and patterns. For example, "China from Above" and "Aerial China" provide broader views for the audience. The power and the spirit of the stories and characters in these films have attracted more people to this land. Moreover, China's natural and ecological beauty conveys the idea of harmonious coexistence and has also become a beautiful business card for China to show its image to the world.

In his book "Landscape and Identity: Geographies of Nation and Class in England", American anthropologist Wendy J. Darby believes that "landscape is the place where identity is formed." Observing mountains and rivers of the motherland through images, integrating national pride and patriotism into its territory, displaying the picturesque landscape and the cultural connotation, humanistic feelings, national emotions and common values behind the scenery can arouse cultural consciousness and national consciousness to a certain extent, and can also strengthen people's spiritual identity and belonging. It enhances national self-confidence and also displays the nationality and subjectivity of Chinese documentaries

3. Constructing regional humanoid ecological symbols with the help of famous network anchors

Historical and cultural symbols that spread among the public are the crystallization of wisdom summed up by generations of people through their production activities and life experiences. Local people are closely related to the existence of history and culture and are also a community of local characteristic

culture. Meanwhile, the protection of the ecological environment and culture must be returned to people's life and production. In other words, if ecological cultural symbols are to be successfully inherited and protected, they must adhere to the principle that the general public is the core of the local ecological culture. The importance of people should be emphasized for more active participation.

Ding Zhen, a Tibetan boy from Litang, Sichuan Province, draws people's attention through a three-minute-and-eighteen-second's video. He utilized his daily life and combined it with the ecological environment and cultural symbols of his hometown Litang. "Snow mountains, grasslands, glaciers, temples, white pagodas, and my friends" – a sentence with distinctive local characteristics in the video demonstrates the inseparable destiny between man and nature. The video uses visual expressions to resonate with the true feelings of people. This ecological cultural concept that combines the natural ecological environment and beautiful spiritual quality is exactly the goal of the construction of socialist ecological civilization.

The popularity of "Ding Zhen" has a wider influence. The surrounding environmental landscape such as Mountain Genyen, Long Youth Cole Temple, Litang Grassland, the City of Le Tong and Qianhuzangzhai Tourist Attraction, Baita Park, Lenggu Temple, etc. have also become popular. In February 2020, Ding Zhen's hometown of Litang was just lifted out of poverty. His popularity becomes a brand-new form of a local eco-cultural symbol and has thus brought numerous possibilities to the future of the cultural and tourism industry of Litang.

Such innovative propaganda methods get rid of the previously serious and luxurious propaganda content and the promotion methods of official media. They use a more direct method – popularity to help the public get a quick understanding of local areas. Later, with a series of interactions, and continuous high-quality hot searches, they can promote local eco-cultural symbols and derived tourism products with the help of media and netizens to attract more tourists from home and abroad. This propaganda method keeps pace with the times and is thus popular among young people in a short period. With the promotion of major official media and self-media, Ding Zhen has become increasingly popular. This successful case provides practical experience for reference for other local governments in ecological civilization construction. Ding Zhen, a highly recognizable eco-cultural symbol, has promoted the development of the eco-tourism cultural industry across the nation, and will also be an opportunity for the restoration and development of eco-tourism after the epidemic.

CONCLUSION

Ecological culture is a culture that promotes the coordinated and harmonious progress of man and

nature for sustainable development. Ecological culture is an important part of the image of a place as it provides the public with a direct impression of the ecological environment of the region. Therefore, in constructing regional eco-cultural symbols, ecology and green development mode must be put in the first place. We must start by promoting green development methods and green lifestyles. This is a profound revolution in the development concept. [9] The government should play a leading role in understanding the overall situation and considering all factors. It should insist on carrying out the principle of "from the masses, to the masses", excavating local ecological values, and combing historical culture to inject soul into ecological symbols so that eco-cultural symbols can develop with the trend. The government should also work hard to promote the concept of green development to the level of administrative management and construction implementation. [10] Economic activities and human behaviors should be within the limits of the environment. We should enhance the nation's awareness of environmental conservation, ecology protection, cultivate ecological ethics and behaviors, and the green lifestyle concept deeply rooted in the hearts of the public. The purpose is to use a green lifestyle to promote green production methods and make the construction of an ecologically "beautiful China" become the conscious behavior of all the people so that our children and grandchildren can enjoy rich material resources, as well as a beautiful natural landscape.

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Research on the Integrated Construction Path of Ideology and Politics in Colleges, Secondary Schools and Primary Schools in the New Era

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Abstract: Curriculum teaching is an important way to promote the integrated construction in universities, secondary schools and primary schools. To accurately grasp the ideological and political integration of universities, middle schools and primary schools, we need to advance with the times and develop and innovate. Education in ideology and politics is the essential requirement of modern education. It is the foundation of people, and strengthening education in ideology and politics is not only a demand for discipline construction, but also a direct manifestation of education reform. The central document points out that the political construction of universities, middle schools and primary schools should be carried out step by step. However, there are still many problems in the process of our country's ideological and political integration. This paper starts from the importance of ideological and political integration, and rationally analyzes its construction path, so as to promote the integrated construction of ideology and politics in universities, secondary schools and primary schools in the new era.

Keywords: New era; Universities, secondary schools and primary schools; Ideology and politics; Integrated construction

1. THE NECESSITY OF IDEOLOGICAL AND POLITICAL INTEGRATION IN UNIVERSITIES, MIDDLE SCHOOLS AND PRIMARY SCHOOLS IN THE NEW ERA

In today's era, the trend of economic globalization is increasing, and there are more and more cultural collisions and fusions, which have a huge impact on young people. In order to cultivate high-quality, good ideological and moral talents, ideological and political integration is particularly important. In the new era, our country's socialist construction has also entered a new era. After long-term efforts, our country has made great progress in all aspects. And the domestic and international environment has become more complex, the cultural penetration of Western countries has become more and more serious, ideological problems have become more prominent,

and domestic bad social ideas still exist and harm some groups, which requires the country to strengthen the construction of socialist ideology. The development and consolidation of ideology is the practical need of our country's social development. In order to cultivate high-quality talents with good ideological and moral qualities, it is necessary to cultivate from an early age and combine the characteristics of the new era to carry out the integrated construction of ideology and politics in universities, secondary schools and primary schools. Carrying out education in ideology and politics in schools to achieve the goal of school culture and education is also the need to implement the party's policies. The integrated ideological and political education in universities, middle schools and primary schools is an important part of education. There are many differences in teaching methods and content, and teaching management methods and specifications at various stages such as universities, middle schools, and primary schools.

2. THE OVERALL PLANNING OF IDEOLOGICAL AND POLITICAL EDUCATION CONTENT

In the process of talent training, educators should play their leading role and formulate corresponding teaching plan according to the characteristics of different age groups of students, and recommend the effective connection of education in ideology and politics in each stage according to students' understanding ability and ideological acceptance ability.

2.1 National ideology construction

The primary question of education is what kind of people to train. General Secretary Xi pointed out that the education of the Chinese Communist Party must regard the training of socialist builders and successors as the fundamental task. Persisting in education to serve the people and the party is conducive to our country's socialist modernization. In order to train socialist class members and promote free development of society, we need to start with education in ideology and politics. It is a

complete and systematic project that needs to start with cultural education, practical activities and other aspects. Through the linkage of disciplines, teaching, teaching materials, management, etc., the purpose of cultivating morality and people can be achieved. Through the ideological and moral education of students, students' political awareness and cultural literacy will be improved, so that young people will become talents of all-round development.

2.2 Subject literacy

The opening of ideological and political courses is to cultivate students' correct world outlook, outlook on life and values, and use it to analyze and solve problems reasonably. The implementation of the core literacy of ideological and political course mainly includes the following aspects: (1) to cultivate students' reading ability and understanding ability on ideological and political theory. Through the basic reading of relevant content, it is analyzed to form the basic judgment ability and the ability to deal with problems. (2) To cultivate students' practical ability and empirical ability through ideological and political courses. ideological and political course focuses on its strong social practice. The content of ideological and political course in social practice is the communication ability and problem-solving skills between people. (3) The general ability of ideological and political courses is manifested in students' value orientation, ways to deal with the corresponding data and reasonably explain the results of events.

2.3 Social development needs

In order to adapt to the development of the new era, China should also make corresponding changes in personnel training strategy. "Innovation" is one of the most important qualities in today's era. Cultivating students' innovative spirit and improving their innovative ability are conducive to their future development. When students enter the society, they need not only the ability to learn, but also the way to deal with people, and it is particularly important to learn to innovate. Ideological and political course can cultivate students' personality, reflect the value of culture, enable students to rationally view modern life and reasonably grasp the distance with others. It is the teaching goal of ideological and political course to train students to adapt to the development of the society.

3. THE INTEGRATED CONSTRUCTION PATH OF IDEOLOGY AND POLITICS IN UNIVERSITIES, SECONDARY SCHOOLS AND PRIMARY SCHOOLS IN THE NEW ERA

3.1 To form a spiral target system

In order to deepen the fundamental task of "cultivating people with morality", we should build a clear-cut and spiral curriculum goal system according to the different stages of students. In the primary school stage, we should pay attention to the enlightenment of students, and teachers should teach students in the form of inspiration, so that primary

school students can initially form correct values. In the middle school stage, common sense learning is emphasized. At this stage, students' self-consciousness begins to sprout and independent personality has gradually formed, which makes students gradually form rational moral consciousness and political identity in practice. University attaches great importance to "thinking" and "debating". College students have formed ideologically. Today, with the continuous impact of multi-culture, they can enhance their cultural confidence and political literacy through the theory.

3.2 To innovate the course form step by step

According to the spiral curriculum objectives, in order to implement the fundamental task of "cultivating people with morality", we can teach students according to their characteristics in different periods, and rely on the step-by-step teaching method, so as to achieve students' thoughts in ideological and political classes. The age of primary school students is more focused on the courses they are interested in, so they learn faster. Therefore, for primary school students, in their ideological and political education, we can combine the practice class with the theory class to let them learn in playing, and let students form the world outlook, outlook on life, values of mutual help and develop good ideological quality. For middle school students, the ideological and political knowledge will be reasonably integrated into the courses that students like, such as art, labor, sports and so on. While students are interested in classes, they will realize the greatness of Chinese traditional culture and practice the socialist core values. For college students, classroom theoretical knowledge should be given priority to. Teachers should explain Marxism and Mao Zedong thought thoroughly, and students should apply theory to social practice research activities.

3.3 To form a consistent lesson-preparation system

With the development of education reform, people's awareness of the integration of ideological and political affairs in universities, middle schools and primary schools is further deepened. The education department pays more and more attention to ideological and political teachers in universities, middle and primary schools. The education department has issued relevant documents to improve the ideological and political integration in universities, middle schools and primary school. And a collective preparation system for teachers of ideological and political courses are proposed to be implemented to improve the teaching quality of teachers in all aspects. First of all, it needs to form an operable lesson preparation model. Due to the differences between regions and learning stages, how to reasonably implement the collective lesson preparation system requires continuous exploration in practice. Schools can regularly organize teachers to communicate with each other and collectively discuss how to prepare

lessons. In addition, they can build online courses with the help of relevant platforms through the Internet. Secondly, it is necessary to organize teachers to establish a shared database, which is conducive to obtaining more information and carrying out teaching work more openly. And most importantly, it is conducive to the effective connection between the various sections and continuous layers.

4. CONCLUSION

In summary, education in ideology and politics is the foundation of "cultivating people with morality". The further development of ideological and political courses is conducive to cultivating excellent moral qualities of students, and morality is a bridge for communication between people. In order to promote the integration of ideological and political education in universities, secondary schools and primary schools, it is necessary to follow certain principles. The ideological and political courses in universities, secondary schools and primary schools should "regardless of family" and "uninterrupted lines" to form a unified organic and improve the effectiveness of Ideological and political education, so that the

ideological and political courses in senior high school can be connected with that of junior high school and primary school students, continue to improve students' thinking system, and apply education in ideology and politics to life to form people who are useful to the country and the society.

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Research on the Development and Reform of Piano Teaching in Colleges in the Information Age

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Abstract: With the continuous development of informatization, modern information technology is also constantly infiltrating and deepening in the field of education. The trend of art education reform is also becoming more and more obvious, and the art courses of colleges and universities are facing unprecedented development and transformation. Piano is a particularly important part of the art major, and its development and reform cannot be ignored, so the reform of piano teaching is imminent. This paper discusses the current situation of piano teaching in colleges and universities and its development and reform.

Keywords: Information age; Piano teaching in colleges; Development and reform

INTRODUCTION

The construction of educational informationization in universities is undoubtedly the most correct and advanced choice to conform to the trend of the times. The advancement of the information age has brought opportunities and challenges to piano teaching. Piano teaching in colleges and universities is interoperable. There is no doubt that informatization can improve the quality and effect of learning with its sharing and advancement. However, informatization is a double-edged sword. It is also necessary to deal with the drawbacks while enjoying the advantages. This paper explores the development and reform of piano teaching in colleges and universities by integrating traditional piano teaching and modern information technology in information age.

1. THE CURRENT SITUATION OF PIANO TEACHING IN COLLEGES AND UNIVERSITIES

There are currently two significant problems in piano teaching in colleges and universities. First of all, the polarization of students is more serious. In some areas, students in colleges and universities have poor learning foundation and low music literacy, and they start to learn music late, while some students have received professional education such as piano playing skills before their preschool education, and their overall quality, artistic accomplishment and professional skills are far higher than those of the same age at the same school. With the continuous deepening of college education, excellent professional students receive more in-depth education

and become more outstanding, while students with poor professionalism are hardly to learn in the process of teaching new knowledge by professors. The second one is that students have fewer opportunities for practice and lack of competitiveness. Many colleges and universities have a serious lack of piano equipment, not to mention students' practice in piano fingering, musical sense exercises, and performance. With less time for piano practice, there will be less practical operation. If the comprehensive abilities such as finger flexibility and sense of music sensitivity are not effectively cultivated, competitiveness will be severely lacking.

2. ESSENCE OF INHERITING THE TRADITIONAL PIANO TEACHING

2.1 To attach importance to the training of students specialized in piano

In traditional piano teaching in China, the professionalism of teachers has always been more important. However, there is a serious shortage of professional professors of piano teaching in colleges and universities. It is a phenomenon that has been the continuous expansion of enrollment of art majors in colleges and universities, and it has paid great attention to the teaching effect and the cultivation of students majoring in piano. In the information age, as the piano courses in colleges and universities continue to change and students continue to expand, it is important to pay attention to the quality of teaching. This is the philosophy that the reform and development of the piano teaching in colleges and universities must always adhere to.

2.2 To pay attention to the thoroughness of theory teaching

Traditional piano teaching in China often pays great attention to the teaching of piano theory. Middle schools in many regions have launched relevant piano courses. With the continuous development of piano courses, many art students have a thorough understanding and study of relevant theoretical knowledge. In the absence of relevant infrastructure, the theoretical knowledge of piano teaching in our country is actually well done. Theory is used to guide practice, and the development of practice can continuously enrich the theory. They influence and complement each other and promote together. Paying attention to the thoroughness of theoretical

knowledge instillation is beneficial to the reform of piano teaching in colleges and universities in the information age.

3. THE DEVELOPMENT AND REFORM OF PIANO TEACHING IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

3.1 To strengthen the information training of teachers in universities

Informatization can play an extremely important role in piano teaching. Colleges and universities should regularly organize teachers to carry out information technology training, including requiring teachers to master common teaching software (such as the use of PPT and Word), and improving teachers' ability of searching and filtering network information. Information training for university teachers can improve teaching efficiency and optimize teaching effect. It can guide the piano teachers in colleges and universities to focus on the new needs of piano professionals in the new era and the practical needs of information education and teaching to carry out information-based teaching adjustment. On the one hand, piano teachers in colleges and universities can teach some abstract timbre through multimedia teaching, promote students to understand complex music knowledge more scientifically and comprehensively through multimedia teaching, and improve the teaching quality effectively. At the same time, by improving the level of informatization, piano teachers in colleges and universities can optimize the teaching content and learn more advanced piano teaching methods. And they can find the latest professional works through informatization operation, which is an effective way to continuously improve their professional quality. On the other hand, the improvement of information level can optimize the teaching management of teachers to students. Classroom performance, attendance rate, number of absenteeism, late and early leave can be clearly displayed through informatization, which is conducive to promoting teachers' accurate and scientific final evaluation of students majoring piano.

3.2 To make full use of the Internet

The development of Internet is of great benefit to professional management and Piano Majors in colleges and universities. First of all, colleges and universities can establish a piano education website, upload relevant professional resources and information on the website, which is convenient for professional students to find and learn, and make up for classroom teaching. At the same time, the network teaching platform, that is, the education system of each university, can also be fully applied. Professional students can upload relevant recorded piano audio data, and teachers can score in the system, which can improve teaching efficiency and promote students' understanding of self playing level. Second, students benefit a lot. Professional students can use the Internet to explore independently, help each other

to answer relevant questions, narrow the gap of students' professional quality. And students can enjoy music on the Internet and improve their ability of music appreciation. They can appreciate the structure, trend and mood of all kinds of music through the Internet, so as to improve their sense of music. Some music software can also evaluate the relevant performances, and the evaluated content includes intonation, rhythm, sound effect and so on. The advantages and disadvantages of students' performance are clearly presented through data analysis, which is conducive to improving the efficiency of autonomous learning and making them accurately grasp the playing skills and melody. Finally, colleges and universities can promote the management of students' courses through relevant software, which can clearly show the intensity and distribution rate of students' relevant courses, and promote the adjustment of teaching objectives and the scientization of course management.

3.3 To improve the evaluation of piano teaching

Teaching evaluation is one of the most important means to measure the teaching effect. Scientific teaching evaluation can stimulate the potential of piano teachers, clarify the direction and goal of teaching, constantly improve the drawbacks and problems in piano teaching, and the teaching quality will be effectively improved. The existence of modern information technology undoubtedly provides a more convenient and reasonable means for teaching evaluation. Art students can evaluate piano teachers' teaching behavior and teaching methods through relevant information platform. At the same time, they can anonymously grade the Piano Professor in class or put forward classroom suggestions for the improvement and adjustment of the professor. In the teaching of professional professors, informatization can be more scientific and more accurate on the performance of the professor and the class assessment. Mandatory attendance supervision improves the Piano Professor's teaching dedication, and forms a reasonable assessment system, as well as promoting the improvement of teaching quality and improving the teaching effect.

4. CONCLUSION

Piano teaching presents the characteristics of diversification, advancement, and comprehensiveness in the information age. The continuous penetration and application of information technology in modern college piano teaching has promoted the improvement of the teaching quality of piano professors and the cultivation of piano art students' comprehensive abilities. In order to cope with the changes of the times and catch up with the trend of the times, the piano courses in colleges and universities promote the continuous professionalization of piano learning, promote the progress of the piano profession and its prosper in the continuous development and reform.

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On the Aesthetic Value and Narrative Path of Rural Intangible Cultural Heritage Stories from the Perspective of Cultural Education——Take the Legend of Shun as an Example

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Abstract: Stories are not only the mother and core of all cultural forms, but also the externalization and association of rural intangible cultural heritage culture. From the perspective of cultural education, taking the legend of Yushun as an example, this paper clarifies and explores the aesthetic value and narrative path of rural intangible cultural heritage stories, which makes the subjects and objects of rural intangible cultural heritage stories observe and understand things with a more mature and peaceful attitude, and become a fresh path and vivid carrier of cultural education, thus forming the synergistic effect of moral education and cultivating people.

keywords : Cultural Education; Rural intangible cultural heritage stories; Aesthetic value; Narrative path

1. INTRODUCTION

The Chinese people's profound cultural heritage and profound moral value have a profound influence on the Chinese people's unique way of judging and cultivating. The author finds that it is a golden key to make full use of the intangible cultural heritage story resources of different rural areas and different historical dimensions, enhance the attraction of education, expand the joint force of education, and enhance the charm of education, which plays an irreplaceable unique advantage and important efficiency. [1]

2. ON THE AESTHETIC VALUE OF RURAL INTANGIBLE CULTURAL HERITAGE STORIES

2.1 Rural intangible cultural heritage stories show vigorous spiritual outlook

Rural intangible cultural heritage stories, through the small things, interesting things and strange things of rural life, can be seen from the small and the big, grasp the pulse and trend of rural development, focus on poverty alleviation and Rural Revitalization Strategy, and show the vigorous and upward mental outlook of rural residents. The legend of Yushun vividly shows Yushun's diligence and wisdom through the stories of Gengli mountain and Tao

riverside. It reflects the simple life concept and long cherished wish of ancient sages in the face of harsh and complex natural environment, their resistance to natural forces and their desire to improve human ability, which makes the image of ancient sages more respectable and credible. [2]

2.2 Rural intangible cultural heritage stories create a good social fashion

Rural intangible cultural heritage stories are the situational and three-dimensional program expression and self-consciousness of story spreading in real life after crossing the prototype, which constructs a special time and space for the intangible cultural heritage story ontology, and undertakes the important social function of creating a good social fashion. [3] The legend of Yushun portrays King Shun, who is known as "filial son, beneficial friend, loyal minister and virtuous king", into a typical example of creating good social fashion through story, stage and art. It brings people unique artistic charm of Jiangnan, and makes people deeply inspired, exploring the significance of existence and Contemporary humanistic spirit.

2.3 The unique spiritual character of rural intangible cultural heritage stories

Chinese excellent traditional stories are concrete and vivid, popular and profound, full of "Chinese wisdom" and "Chinese strength", and inherit the unique spiritual character and magic charm of Chinese people. The well-known folk stories such as "Liangzhu" and "Chenxiang saving the mother" show the wisdom and exploration of the ancients, convey the spirit of bravery, justice, mutual assistance, exploration and perseverance, and externalize the essence of Chinese excellent traditional culture. "Xiang Geng niaoyun" in the legend of Yushun tells the story of Emperor Shun that Chonghua was bullied and humiliated by his stepmother and his younger brother, and was driven to Lishan elephant field. Without rice planting and cattle farming, he domesticated white elephants and birds with a self-made stone plow, which embodied a kind of

heroic and unremitting fighting spirit, which was the unique inheritance and continuation of Chinese spirit.[4]

3.EXPLORING THE PATH CHOICE OF RURAL INTANGIBLE CULTURAL HERITAGE STORIES

3.1 The length is moderate, and the statement and dialogue are combined

Excellent rural intangible cultural heritage stories have different dimensions, multiple standards, or perfect structure, or precise words, or plot ups and downs, or far-reaching intention, but the appropriate length is the necessity and foundation of rural intangible cultural heritage stories. The moderation here refers not only to the length of the story content, but also to the introduction of the background of the intangible cultural heritage story, the shaping of the characters and the logic of the drama conflict. It really makes the rural intangible cultural heritage stories have a sense of moderation that "less is shorter, and more is longer". [5]In the rural intangible cultural heritage story works, the combination of "background story" and "character dialogue" is the basic standard for the choice of rural intangible cultural heritage story. It is a way to integrate oral literature and narrative logic to enhance the attraction and appeal.

3.2 From the simple to the deep, combine the appearance with the statement

The rural intangible cultural heritage stories are the manifestation of the spiritual wheat field where people's soul lives poetically. Ultimately, they must be able to see people, things, thoughts and spirits. The author believes that the characters in the intangible cultural heritage stories, with the advancement of the drama conflict, appear in the plot field to make reasonable statements, which are obviously different from the empty mechanical preaching and monotonous mechanically copying, so as to truly achieve "moisten things without sound". The legend of Yushun has such a simple singing in the bridge section of "Southern tour of Yushun": "come back to sing Dashun, and make up your mind to seek rain for the people! On this day, incense and candles were lit by the river, and King Shun knelt down in the center of the earth. He prayed that God would show his spirit quickly and bring rain to save all the people. " Thinking about what the masses think and what the masses are anxious for, a higher spiritual level and humanistic care are in front of us, which vividly shows Yu Shun's public servant consciousness of keeping flesh and blood contact with the people, so as to win the love and respect of the people.[6]

3.3 Internal and external linkage, combining life and art

Rural intangible cultural heritage stories are hard, real and living iron extracted from the prototype of life. A good intangible cultural heritage story is to process raw materials artistically and typically, capture details and excavate human nature with a unique perspective,

plot and narrative style, so that the plot is unexpected and reasonable, which not only conforms to the logic of contemporary social reality, but also shortens the distance with the audience, so that the audience can feel that this is the people and things around them, and can present a relatively fresh view It can deepen the plot concentration and enrich the character dimension. At the same time, through the internal and external interaction of reality and art, the vivid group images of the characters in the work are presented, and the theme of the work is expressed, so that the audience can produce substitution and resonance with themselves, and become an important window and spiritual continuation of perceiving society and life.

4.ANALYSIS ON THE PROGRAM STRATEGY OF RURAL INTANGIBLE CULTURAL HERITAGE STORIES

4.1 Logical interpretation focuses on clarifying connotation

Intangible cultural heritage story is a special way of language expression in the context of rural culture. Through the ups and downs of language and temperament, people can understand the meaning, understand the meaning, and express the connotation of intangible cultural heritage story. Therefore, on the basis of pronunciation standard, enunciation standard, temperament and intonation, the intangible cultural heritage stories need to be expressed professionally and individualized on the syllables that must be emphasized, which are determined by the potential meaning of sentences, on the basis of no grammatical restrictions, so as to make the sentence logic clear and the thought expression accurate. In the process of telling the legend of Yushun, the author especially needs to deal with the rhythm speed of speaking, expressing and speaking according to the expression of emotion, including Allegro, Adagio and adagio. The purpose is to help the performance subject complete the logical stress discrimination interpretation from words to language, and clear the connotation behind the words.

4.2 Emotional resonance, focus on deepening identity Human is the main body of history and narrative. It is the only way to arouse emotional resonance and deepen emotional identity in the performance of intangible cultural heritage stories to create full-fleshed and real emotional images. The stories such as "burning the granary" and "falling into the stone" in the legend of Yushun have aroused the audience's emotional resonance and praise of the true feelings. They have created the spiritual space and rich connotation of "cultivating one's moral character, regulating the family, governing the country, and balancing the world", and at the same time, it has promoted the formation of a strong atmosphere and good fashion of advocating morality and kindness, thinking of the virtuous and following the world.

4.3 Cultural infiltration, focusing on cultural people Intangible cultural heritage stories contain people,

things, things and souls in the countryside. Only by skillfully displaying people, things and things through telling skills and expression techniques, and making culture infiltrate into the stories like salt while meeting the psychological demands of the public, can the spirit of culture nourish the public and gradually transform the spiritual power contained in culture into individual emotional identity and behavior habits. For example, Shangyu District of Shaoxing City has a story performance of "Legend of Yushun" every year. Stories and commentaries are used to tell stories about filial piety and morality of Yushun in different dimensions. It not only helps young people respect and respect the elderly, but also makes the fine tradition of respecting, loving, respecting and helping the elderly play their own hematopoietic function

In conclusion, the theoretical exploration and narrative path analysis based on the aesthetic value of rural intangible cultural heritage stories "cultural field" will help to clarify the educational function and significance of rural intangible cultural heritage in the perspective of cultural education. Through observing and appreciating the rural non heritage stories, we can guide teenagers to correctly recognize and deepen their identification with four self-confidence,

more systematic, advanced and interesting, which are of great value to the development of language, imagination, thinking, emotion, socialization and aesthetic ability of teenagers.

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Chongqing Cygnet Hotel Management Mode Dilemma and Countermeasures

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Abstract: Cygnet hotel management company is subordinate to cygnet investment holding (Group) Co., Ltd. It is also an early established hotel management company in Chongqing. Due to the great changes in the tourism market and the social environment of Chongqing, Chongqing is also facing a series of problems such as high competition pressure and occupancy of guest rooms, which has been floating at a low level in recent years. In this context, combined with the relevant theories of modern enterprise strategic management and hotel management, through the in-depth analysis of the market environment of Little Swan Hotel, this paper puts forward the future development strategy of Little Swan Hotel Management.

Key words: Chongqing cygnet; strategic management; dilemma; countermeasures

1. CHAPTER ONE GENERAL SITUATION OF LITTLE SWAN HOTEL MANAGEMENT AND EXISTING PROBLEMS

1.1 introduction of Little Swan Hotel

Chongqing Little Swan investment holding (Group) Co., Ltd. (hereinafter referred to as the group) is a leading international enterprise in the global development of Chinese national catering chain enterprises. Founded in 1982, under the leadership of Mr. Liao Changguang, chairman of the board of directors of the group, and Ms. He Yongzhi, President of the group, Chongqing Little Swan investment holding (Group) Co., Ltd. (hereinafter referred to as the group) always adheres to the enterprise spirit of "honest management, innovative development" after 22 years of development It has developed into a multinational group integrating catering services, hotel tourism, real estate development, property management, logistics distribution, clothing production, food processing, culture and education, high-tech and other industries. The company has a total assets of 600 million yuan and an annual sales revenue of more than 2.4 billion yuan. At present, it has more than 18000 employees and nearly 300 wholly-owned, holding, shareholding and franchise enterprises of the group.

1.2 problems existing in the operation and management of Little Swan Hotel

1.2.1 weak strategic awareness and lack of clear direction

At present, little swan hotel management company

lacks clear thinking about its future development direction and strategy when making business decisions. It has certain blindness, which is mainly manifested in the following aspects: unclear understanding of the target market and unclear business direction; indiscriminate positioning of the target market and lack of pertinence; being misled by "improper consumption", Positioning only considers the immediate interests, lack of long-term planning and so on.

1.2.2 backward organizational structure and low operation efficiency

Little swan hotel management company adopts a typical bureaucratic organization, which has made great contributions to the institutionalization and standardization of Little Swan Hotel Management and effectively promoted its development. But now Little Swan Hotel Management Co., Ltd. has many disadvantages in hotel operation, such as multi-level management, slow information transmission, high management cost, low efficiency, poor adaptability and rigid management.

1.2.3 it is still a small amount of operation and lacks scale advantage

Little Swan Hotel Management Co., Ltd. now has only a few hotels, such as Little Swan Hotel, which is still in a small business situation. Compared with large hotel management groups, its scale diseconomy is obvious, and it is in an obvious disadvantage in the cost control. And the lack of sales booking network, it is difficult to ensure their own source market, in the competition in an extremely disadvantaged position.

1.2.4 the quality of the staff is not high and the training development is insufficient

There are many problems in the human resource management of Little Swan Hotel Management Co., Ltd., which are mainly manifested in the following aspects: firstly, the number of talents is insufficient, the cultural level and business skills of employees are generally not high. Second, it is difficult to effectively improve the quality of hotel staff. Third, the quality of senior managers is not high. Fourth, the so-called human resource management still follows the traditional personnel management mode, that is, a passive and inflexible management mode.

1.2.5 lack of reservation network and ineffective network marketing

For the hotel industry, the core of management is the sales of hotel products. At present, the Internet is

highly developed and shows greater importance. Marketing reservation system is the lifeline of hotel, which is related to the success or failure of hotel management. Little Swan Hotel Management Co., Ltd. has not paid attention to the construction of marketing and reservation system for a long time, resulting in high marketing cost.

1.2.6 single brand image and lack of brand system

Although the Little Swan Group has established a certain brand image through years of operation, this brand image is mainly aimed at catering hot pot, while the hotel brand image has not yet been established. And its brand structure is not perfect, lack of a complete brand system, sub brand, entrusted brand, independent brand and so on have not developed. At the same time, the brand management of little swan hotel management company is still in its infancy. Compared with foreign strong hotel groups, there is a big gap in concept and consciousness, and there are also many deficiencies in brand management methods.

2. CHAPTER TWO COUNTERMEASURES FOR THE DEVELOPMENT OF LITTLE SWAN HOTEL MANAGEMENT

2.1 using human resource theory to improve staff quality

In view of the existing problems of human resource management, the swan hotel management company can use modern human resource management theory to improve from the following two aspects:

(1) Improve training effectiveness

In order to change the current situation of ineffective training organization, lack of training strength, backward training means and lack of targeted training content, the little swan hotel management company should formulate a scientific training plan according to the actual situation of the hotels under management. Training planning generally includes three levels: one is the training of management personnel, that is, the little swan hotel management company prepares the personnel with certain qualifications in advance for the long-term vacancies to be filled, and carries out a series of training from the aspects of basic knowledge, professional skills, management thinking, etc., so as to ensure the future employment demand; at the same time, it can also mobilize the staff accumulation Polarity, the hotel development and personal development organically linked. The second is the training of service personnel. According to the continuity of the production capacity of the hotels managed by little swan hotel management company and the future demand for human resources, we should constantly improve the quality of employees and develop their potential capabilities to meet the needs of hotel development. The third is full staff training. In order to continuously increase the value of human resources, the little swan hotel management company must strengthen the training of employees and carry out

continuing education.

(2) Pay attention to staff development

The little swan hotel management company should change the situation that the former emphasis on the use and neglect the development, lack of systematic career design, pay attention to the design of employees' personal career, create an organizational atmosphere for the common growth of the little swan hotel management company and its employees, and give full play to the team spirit, Planning grand prospects, so that employees full of confidence and hope for the future, with the Little Swan Hotel Management Company common development, for the ambitious talents to provide their talent, the implementation of self transcendence of the broad space. Through the promotion channel planning, it can effectively create an atmosphere for employees and swan hotel management company to grow together, that is, to upgrade capable personnel in a planned way, to meet the needs of the position for people and the employees' pursuit of self-worth.

2.2 apply information technology to realize network marketing

According to the change of customer demand and the aggravation of market competition, swan hotel management company should use modern network technology and adopt network marketing strategy to carry out marketing activities. There are mainly the following aspects:

(1) Online booking

Little swan hotel management company should establish its own reservation network, sales network and information network. Without a strong reservation network, little swan hotel management company group expansion space will be very limited. Reservation network can help the group control the flow direction of customers, and reserve each other and share information within the group. In order to realize the hotel group management, the little swan hotel management company must establish its own reservation network or join some international reservation network.

(2) Internet advertising

Whether it is traditional advertising or online advertising, its essence is to make the target audience make purchase decisions through effective communication with the target audience. Compared with traditional advertising, online advertising has the advantages of high expansion, over time and space constraints, detailed content, diverse forms, timely update, and high feedback testability, so little swan hotel management company can consider more online advertising for marketing.

2.3 strengthen brand awareness and establish brand image

(1) Shaping the connotation of brand image

Little swan hotel management company can implement USP strategy (unique sales proposition), that is, implement a series of unique personalized

measures to personalize the brand image and enhance the image popularity. For example, we can hold large-scale exchange meetings, care about social welfare activities, etc. through various large-scale activities, we can shape the social image of the hotel and promote the formation of good expectations of the guests.

(2) Establish learning relationship with guests

Image building is not only to do some advertising, carry out some activities can be completed, but also need to expand the real content. The swan hotel management company should constantly understand the needs of guests and improve various service measures in order to shape the image of the hotel under management. The expectations of guests for the hotel are fuzzy, random and changeable. Therefore, the swan hotel management company needs to constantly learn and improve its products.

3.CONCLUSION

China's hotel industry is facing increasingly severe challenges due to the large number of foreign hotels entering and the fierce competition. Most of the hotels are struggling on the edge of low profit or negative profit. The little swan hotel managed by the little swan hotel management company has gone from being the largest one in Jiangbei District to the point

where it can only survive at present. Where is the way out in the future, waiting to die or catching up? Should we continue to maintain the current strategic positioning and market pattern, or should we calmly analyze the market, identify the gaps in the market, and become the forerunner and leader of a specific market? These are all the problems that need to be solved urgently in front of the swan hotel management company.

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Research on the Mode and Conception of Employment-oriented English Education in Vocational Schools

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Abstract: With the globalization of economy, English, as the most widely used language in the world, has naturally become the most basic subject in higher vocational education. It plays an important role in the improvement of students' language. Higher vocational education is a special existence in many kinds of education. It only focuses on the study of theory, but does not pay attention to the cultivation of practice and application in employment. Therefore, vocational schools must change the traditional teaching mode and make innovative reform in the way of teaching to improve the role of English in practice and employment, so that students can adapt to the development of society faster after entering the society. This paper mainly focuses on the employment-oriented English education in vocational schools, and puts forward a series of models and ideas.

Keywords: education mode; Higher Vocational English; employment orientation;

INTRODUCTION

With the accelerating process of economic and technological globalization, English, as one of the mainstream international languages, has become more and more important in the field of education in China. The ability to use English in higher vocational colleges is one of the necessary abilities for modern talents, and it is also the key to improve the employability of higher vocational talents [1]. From the current situation of higher vocational English professors in China, they are generally derailed from application practice, which has caused the English application ability of college students to be limited, and students are often in an awkward position in employment.

1. THE CURRENT SITUATION OF ENGLISH EDUCATION IN VOCATIONAL SCHOOLS

1.1 Poor learning foundation

Compared with ordinary college students, college students' cultural heritage is relatively shallow, and their learning and application ability is relatively insufficient. Most vocational college students' English ability is weak, which leads to the great difficulty of vocational English in academic education. Due to the relatively special characteristics of higher vocational colleges, the learning of

professional courses is ranked first in academic courses, so that the majority of vocational students do not have a strong awareness of learning English and lack of motivation for their learning. In English learning, they maintain a muddle along learning attitude, and the efficiency of vocational English education is more and more low.

1.2 Backward educational ideas and investigation methods

At present, English teaching in higher vocational colleges is mainly based on knowledge transmission, and even many colleges will directly apply the English teaching mode of high school, which will be lack of effectiveness and pertinence [2], and can not better show the characteristics and value trend of vocational English education. Secondly, the evaluation method adopted by higher vocational colleges is still based on the written examination results, which only depends on the results of a test paper to analyze students' English learning ability and level and ignores the inspection of English practical ability, so higher vocational colleges will repeat the same mistakes in exam oriented education.

1.3 Students' less interest in learning

Vocational college students generally have not received systematic English education and teaching, and most of them will not take the initiative to try to acquire knowledge and ability. They are lack of love for learning, which makes the teacher's teaching more difficult. In addition, teachers in higher vocational colleges rarely spend a lot of time on students. Students' learning ability is poor and teachers don't pay too much attention, which often leads to laziness and teachers do not have innovative teaching methods and models. And students are just in a forced learning environment, making them more tired of English.

1.4 To improve the quality of teachers

The education in our country has been continuously improved. Most colleges and universities have introduced more talents to strengthen the construction of teaching staff. However, because most teachers are born under test-oriented education, their teaching philosophy is also largely affected by it. They do not involve students too much in practical activities, but only focus on instilling their knowledge [3]. The purpose of learning English as a science is to

communicate with people, but now more and more teachers are not aware of this, and only pay attention to the scores of a paper, which causes students to be unable to integrate their knowledge of English with others. The requirements of professional positions are combined with each other, making them unable to adapt to changes in market demand. In addition, although there are various types of English textbooks on the market, these textbooks have no specific educational knowledge, so the knowledge learned is quite different from the application and life of students. Therefore, most students think that the knowledge in the textbooks is obscure and difficult to be understood, which leads to the inability to keep up with the pace of teachers in class.

2. EMPLOYMENT-ORIENTED ENGLISH EDUCATION MODEL IN VOCATIONAL SCHOOLS

2.1 Teaching environment

According to the research, the learning environment determines the learning status, efficiency and level of students. Therefore, higher vocational colleges must strengthen the improvement of the educational environment, show a good English application environment in front of the students, and improve the efficiency of English education. However, it needs first of all to strengthen the contribution to English education to improve the educational environment, increase the quantity and quality of modern education equipment, and give students a good condition for learning English, so that students can learn and apply in a realistic environment and they can learn and apply in the real environment and effectively improve their practical ability of English. Secondly, higher vocational colleges should strengthen the promotion of English learning, so that students can clearly realize the importance of English learning, and use this to mobilize students' motivation and enthusiasm for learning English. For example, through the school's official QQ, campus post, WeChat public account, etc., the intensity of publicity can be strengthened. And the school can also organize English speeches, English K songs and other similar English activities, so that students participate in these activities and experience the happiness of learning English and the happiness of knowledge improvement. And finally, the overall English learning level of the school can be improved. At last, if conditions permit, the school can hire foreign teachers to bring students a more realistic English learning environment and combine the theory and practice of students' learning, which is effective for students' English learning efficiency.

2.2 To cooperate with off-campus companies to integrate employment orientation into daily teaching

For language learning, it is often inadvertently improved in daily life. For example, when we learn mother language from babbling to talking, we have learned a lot of things imperceptibly. Therefore,

higher vocational colleges can cooperate with some companies outside the school in the development of English teaching, such as foreign trade, English training and other English companies. These companies need a part of staff with high English ability. This allows students to say goodbye to "dumb" learning. Therefore, higher vocational colleges can sign mutual agreements with companies in neighboring schools. The school provides a certain number of interns every year and helps tutors to establish a vocational English teaching practice channel for employment guidance [4]. While improving their English proficiency, students will also be able to grasp the latest developments and high-tech required for employment in this field. They can also understand the employment pressures and challenges they will face in the future when studying.

3. CONCEPTION OF EMPLOYMENT-ORIENTED ENGLISH EDUCATION IN VOCATIONAL SCHOOLS

English education in higher vocational colleges should strengthen students' mastery of knowledge, enhance students' quality, and combine with students' individual actual situation to design education for students, so as to stimulate their learning motivation. Moreover, the college's new concept of English education design should not only focus on students' test scores, but also understand how much knowledge students have and their ability to apply learning to practice, and look for students' shortcomings to urge them to correct. And students are encouraged to practice in off campus enterprises, or even study abroad, which can strengthen students' understanding of employment. Teachers should also carry out more social research to bring students into the social environment to understand the employment situation and needs of China today. And teachers can also take students to understand some international companies, let students understand the specific market of English major, that students can recognize their self-worth and positioning and improve their self-monitoring ability. And students will study actively and strive to improve all aspects of English ability.

4. CONCLUSION

To sum up, the times are progressing, and the evaluation of contemporary talents' English application ability should also have higher standards. The traditional teaching mode has been unable to meet the needs of contemporary talents. Therefore, higher vocational colleges should establish the education concept of keeping pace with the times, take employment as the guidance, and improve and innovate the traditional teaching methods, so that students can improve their learning ability in practice and meet their learning requirements.

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Discussion on the Teaching Design of Micro-lecture in English Teaching in Secondary Technical Vocational Schools

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Abstract: With the continuous advancement of education reform in our country today, education models, teaching methods, and teaching strategies in many regions of our country are facing major changes and reforms. However, due to the unstoppable trend of informatization and the continuous popularization of the Internet, a new type of teaching model of micro-lecture has emerged. Compared with the traditional teaching mode, micro-lecture teaching has its advantages of adapting to the times and being suitable for English teaching in secondary technical vocational schools. And students in secondary technical vocational schools are relatively special type of education group, the teaching design ideas and planning of their micro-course resources cannot be ignored. This paper discusses the advantages of the micro-lecture teaching model in English teaching in secondary technical vocational schools and its teaching design ideas.

Keywords: Micro-lecture; English teaching in secondary technical vocational schools; Design ideas

INTRODUCTION

Micro-lecture refers to the use of contemporary Internet and information technology to present fragmented learning content in accordance with correct cognitive laws, and structured digital resources that contain relevant expanded learning materials. It is mainly manifested as classroom teaching videos and other auxiliary teaching resources such as courseware materials, after-class practice test questions, and teacher comments. Its teaching time is short, the video theme is prominent, and it is suitable for mobile devices and has relatively large resource capacity. It has a unique presentation and organizational relationship, and its correct and reasonable use will be of great benefit to the improvement of the efficiency and quality of English teaching in secondary technical vocational schools. This paper explores its advantages in English teaching in secondary technical vocational schools and its correct design ideas.

1. THE ADVANTAGES OF MICRO-LECTURE IN ENGLISH TEACHING IN SECONDARY TECHNICAL VOCATIONAL SCHOOLS

1.1 To promote the sharing of English teaching

resources among regions

As a digital resource, micro-courses are mobile and portable, which means that micro-course teaching resources can be widely disseminated and shared. Even today, when the country vigorously promotes quality-oriented education and continuously increases education investment, the quality gap of secondary vocational teaching in different regions is still inevitable [1]. However, the sharing of micro-course teaching resources enable areas with relatively backward educational resources to enjoy high-quality teaching resources, and realize the common knowledge, co-construction and open sharing of teaching resources among secondary vocational schools in the country. Doing a good job in the design and thinking of micro-lecture teaching not only alleviates the gap in teacher strength between regions and the contradiction between teachers' structural supply and demand, but also achieves complementary advantages, and promotes the scientific and contemporary development of the concept of secondary vocational English teaching [2].

1.2 Convenient for students to conduct self-examination and independent learning

Teaching videos are the main component of micro-lecture. According to the cognitive characteristics and learning rules of secondary vocational students, the length of teaching videos should not be too long. Therefore, micro-lecture teaching resources often show the characteristics of fragmentation. Students can use the fragmented time to make up for the leakage of classroom difficult knowledge in the classroom. In addition, due to the short and small micro-lecture videos, the video topics are often clear and the content is concise, so that students can accurately find relevant learning loopholes or a specific subject knowledge point for learning. The key points, difficulties, and doubts in teaching are solved through micro-lecture videos in the students' self-study, which improves the learning and review efficiency of students [3].

1.3 Conducive to the improvement of the teaching quality of teachers

The content of micro-lecture video is concise, but the theme is prominent and pertinent [4]. On the one hand, it can reduce the classroom burden of English teachers and present the elaborate digital teaching

design to students; on the other hand, it can mobilize the classroom atmosphere and give students a sense of freshness in learning. At the same time, it can highlight the key points and make students more impressed with the knowledge.

2. DESIGN IDEAS OF MICRO-LECTURE IN ENGLISH TEACHING IN SECONDARY VOCATIONAL SCHOOLS

2.1 To pay attention to the English teaching of micro-lecture fit for secondary vocational students

The students in secondary vocational colleges are a complex and polarized group. First, they often have poor academic performance in junior high school, and they are more or less tired of learning. So the micro-lecture teaching video needs to reflect a strong interest. In the design process, the micro-lecture video needs to be interspersed with interesting stories or learning methods to stimulate the learning interest and enthusiasm of secondary vocational students. Second, most of them have normal intelligence level but poor learning foundation, so the difficulty of micro-lecture teaching video and after-school exercises should be reasonably controlled, and the difficulty should not be too big or too small. If it is too difficult, it has a negative impact on the learning enthusiasm of secondary vocational students; while if it is easy, it will be difficult to achieve the relevant teaching effect and improve students' English professional quality. The reasonable control of difficulty is particularly important. Third, many secondary vocational school students' self-discipline ability is relatively weak, so micro-lecture teaching needs to combine strong teaching requirements and teaching methods, so that students who pursue to make progress can absorb and digest knowledge in a good atmosphere, and students who are used to laziness can have scruples, and even carry out well regulated micro-lecture learning.

2.2 To construct relevant English learning situations

The knowledge of learning comes from life and should be applied to life. Just like English learning, the most important point is to be able to express and apply English knowledge flexibly and naturally. Therefore, the video resources of micro-lecture need to construct the relevant English learning situation to teach knowledge points, so as to facilitate students to master and use the relevant English knowledge. The teaching content of micro-lecture video needs to skillfully use life-related situations to reflect the breath of life. Students often get a great improvement in learning initiative in familiar life situations. Keeping a relaxed and natural learning state is one of the most effective learning methods. Familiar life scenes can create a relaxed learning atmosphere and improve students' classroom participation [5]. If teachers need to teach students English words about direction, location, buildings and so on, they can construct the situation of asking directions or school, so that students can remember the relevant English

words and use the relevant grammar knowledge in the questions and answers.

2.3 To enhance the interaction of micro-lecture resources

In the classroom teaching video, micro-lesson resources can test questions or give classroom feedback in the form of interactive Q & A. The first one is to improve the interactivity of video resources and enhance the teaching effect; the second one is to enhance learning interest and highlight the learning focus. At the same time, micro-lecture resources are also reflected in many aspects after class. If the preview content is pushed, students are required to do a good job in preview. Meanwhile, teachers can grasp the preview situation of students at any time. Preview can improve the quality of students' class to a certain extent. Another example is after-class review and exercise test. It is convenient for teachers to check students' answers and find out the common loopholes, so as to improve the teaching effect.

3. CONCLUSION

The Internet has brought many aspects of convenience to human life with its convenience, and micro-lecture is the result of this development in cultural education. Micro-lecture teaching is an inevitable and irreversible teaching mode that conforms to the trend of the times in the information age. It is undeniable that micro-lecture teaching has played an important role in the cultivation of students' independent learning ability and the improvement of the teaching quality of secondary vocational teachers. During the Warring States Period, Xunzi once preached in "Xunzi Ai Gong": "Water can carry a boat, and it can overturn it." It is true that everything has both pros and cons. While micro-course teaching brings unlimited advantages and convenience to secondary vocational English teaching, it also has its shortcomings and drawbacks. Secondary vocational schools and teachers should play their role, avoid its drawbacks, make full use of its advantages, improve the quality of English teaching for secondary vocational students, and escort the cultivation of national secondary vocational talents.

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The analysis of Rural Green Development Supporting Rural Revitalization Strategy

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Abstract: With the development of China's rural areas gradually on the right track, China's rural green development is the most important way of development. Therefore, based on the rural green development supporting the Rural Revitalization Strategy, this paper makes a full analysis, and solves the problems scientifically and reasonably, and puts forward practical suggestions on how to implement the rural green development.

Keywords: Rural; green development; revitalization strategy

1. INTRODUCTION

Since China's rural development and reform, the central government has paid more and more attention to rural development. In the initial stage of rural reform, China is in the initial stage of reform and opening up. During this period, the household contract land system was implemented. The implementation of this system strengthened the sense of belonging of farmers. After the implementation of the household contract land system for a period of time, it not only solved the problem of food shortage, but also effectively improved the quality of life and living standards of farmers. After 2000, with the rapid development of China's economy, the overall living standard of the people has become better and better, and the country has a certain voice in the world. At the same time, we also pay more and more attention to rural development, and constantly improve the way of rural development.

2. CURRENT SITUATION OF RURAL DEVELOPMENT IN CHINA

Nowadays, China's economic development has reached a relatively large level, and it is one of the few economic powers in the world. Although it is facing difficulties such as the transformation of industrial structure, and the development speed is gradually slowing down, the emphasis on rural green development is as usual. Nowadays, China's rural development needs a practical Rural Revitalization Strategy.

3. THE SIGNIFICANCE OF RURAL REVITALIZATION STRATEGY IN CHINA

With the development of the concept of green countryside in China, the planning of rural development strategy has been paid more and more attention. Rural development has become one of the main development problems in China. Therefore, we

should attach great importance to the Rural Revitalization Strategy, shoulder the important mission of rural revitalization, formulate the Rural Revitalization Strategy scientifically and reasonably combined with the reality, and fundamentally guarantee the sustainable development of Rural Revitalization.

4. THE REALIZATION PATH OF RURAL REVITALIZATION STRATEGY IN CHINA'S RURAL GREEN DEVELOPMENT

4.1 Planning the overall situation with rural advantages

4.1.1 Make use of rural infrastructure to promote development

Fundamentally, we should take a long-term view, not just focus on the current level of development. We can make full use of the advantages of the countryside to plan the overall situation, make use of the original infrastructure of the countryside to formulate the development direction, cultivate an agricultural enterprise belonging to the revitalization of the countryside according to its own advantages, help more and more villagers to get rich through the way of point to area, and realize the good development of the rural economy.

4.1.2 Making use of rural advantages to plan the future

In terms of the advantages of the countryside, in the past, people thought that others had them, and they also had them. They did not consider relying on them. Advantages to better development. Therefore, we should optimize the natural ecology and living environment in rural areas. At the same time, we should cultivate a team of high-quality rural protection talents. Fundamentally alleviate the rural employment pressure, improve the income level of the villagers. So as to promote the long-term development of Rural Revitalization in China.

4.2 Build an ecological and livable development type

4.2.1 Protection of rural natural environment

In the process of rural development in China, the living environment and natural environment in rural areas are often lack of corresponding attention, which leads to the relatively poor natural environment and living environment in rural areas. Therefore, we should take the protection of rural natural environment as the basis, reduce the damage to the rural environment, and respond to the call of the state to return farmland to forest. In addition, we should

encourage villagers to make rational use of land resources to promote the efficient development of rural green.

4.2.2 Improve the living quality of villagers

In view of the rural living environment, we should carry out scientific and reasonable optimization. On rural infrastructure construction. Maintenance and repair, such as street environment, square utilization and toilet sanitation, are all managed effectively. Change the negative image of the village in the past, and return the appearance of the village with clear water and blue sky. This is a great promotion for rural green development.

4.2.3 Repair the damaged natural environment

The damaged natural environment of the village in the past traditional development process is repaired to maintain the good people and nature. The harmonious relationship between the environment. The effective use of rural natural resources, can produce economic benefits for the protection of natural ecology. In addition, we should make rational use and development of water resources in rural areas, improve the ecological protection function near water resources, and fully protect the natural environment in rural areas.

4.3 Improve the level of rural civilization

4.3.1 extract its essence and discard its dross.

China's traditional culture has a long history, but some backward and old customs can not be applied to the Current Rural Revitalization Strategy. Coupled with the villagers' ideological tradition of accepting rural culture since childhood, it is easy to produce bad ideas of feudal superstition and affect the green development of rural areas. Therefore, we should aim at this part of the villagers to carry out scientific education, curb the spread of feudal superstition, take the essence and discard the dross, and set up a good rural atmosphere.

4.3.2. Strengthen the construction of rural culture

Make use of the local conditions and customs to carry out rich rural cultural activities. For the villages with history and culture, we should focus on the construction of history and culture. For villages with red stories, we should focus on carrying forward the local red patriotism. At the same time, to increase the construction of rural cultural foundation, we can set up some rural cultural centers, set up rural art performance groups and so on, to meet the spiritual needs of villagers for rural culture.

4.4 Strengthening the ability of rural autonomy

4.4.1. Strengthen the rural self-management system

Due to the different degree of development of rural history in China, there are some differences. Therefore, we should fully develop the ability of self governance in rural areas. At the same time, there will be some minority gathering places in rural areas. Because of the different customs, culture and living habits, we can not generalize. Therefore[1], we should strengthen the development pattern of joint

governance in rural areas, and carry out democratic supervision on the internal issues in rural areas.

4.4.2. Strengthen the legal and moral construction in rural areas

In the history of rural development, due to various circumstances, the villagers' legal consciousness is seriously insufficient. Therefore, in view of this phenomenon, we should fully carry out the publicity of law popularization, and enhance the legal awareness of the villagers. Not only let the villagers know the law, understand the law and abide by the law, but also make full use of legal weapons to effectively protect their legitimate rights and interests[2]. In addition, we should unite with the local public security organs to eradicate the village bully in the countryside, and promote the harmonious development of the countryside in a real sense.

4.4.3. Strengthen the construction of rural spiritual civilization

In the process of rural development and construction, we should fully strengthen the construction of rural spiritual civilization. Carry forward the excellent traditional Chinese virtues of respecting the old and loving the young. This can also be evaluated by the village itself, and evaluated by the model family or advanced individual year by year, so as to set a moral example for the villagers of the whole village, strengthen the construction of rural spiritual civilization in a real sense, and promote the development of Rural Revitalization.

4.5 Affluence is the foundation of development

The fundamental purpose of rural green development to support Rural Revitalization Strategy is to make the life of rural villagers happy and rich. Therefore, to solve the practical problems of rural development on the basis of the rich life of the villagers can really improve the quality of life and living standards of the villagers. In view of the agricultural construction to carry out the full development of modernization, the use of mechanized equipment more high-quality and efficient production operation. In addition, we should fully develop a rural economic leader to help farmers increase their labor income. Finally, we should develop some tertiary industries according to the actual situation of the countryside, and use rural tourism, farmhouse, picking garden and other ways to improve the economic level.

5.CONCLUSION

To sum up, if we want to fully realize the rural green development and support the Rural Revitalization Strategy, we must get rid of the shackles of the traditional rural development thought, and make the rural development closer to the development goal through the innovative development concept and development system. Rural Revitalization Strategy and rural green development are closely related, only pay attention to rural infrastructure,[3] the implementation of rural security, so as to effectively improve the quality of rural life, which is of great

practical significance for Rural Revitalization.

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On the “Experiential” Path of Cultivating Education for Contemporary College Students

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Abstract: The cultivation education of college students is of fundamental significance for their growth and success. Compared with the past, the cultivation education of contemporary college students has multiple interferences and faces arduous challenges. The "experiential" cultivation education mode in line with the scientific principles of education and the law of human growth is an innovative way to promote its development. "Experiential" education model is based on behaviorism psychology and college students' social practice. It is mainly reflected in the guidance of volunteer spirit, the stimulation of self-worth and the strengthening of students' social practice system.

Keywords: formative education, "experiential" education, volunteers, social practice

1. THE CONCEPT AND CONNOTATION OF NURTURANCE EDUCATION

From different perspectives, some educators put forward their own views. Some people focus on the content and think that the cultivation education has its special connotation. It is a kind of optimized directional education, which is to cultivate the educated people's habits and habits, that is to say, to train the educated with good ideological and moral behavior habits; Some people focus on the method angle based on the ideological and political education, suggesting that nurturance education is to guide and train individuals to form good behavior habits through regular training, strict management, systematic training and other means in daily study, work and life. In a word, nurturance education is a long-term, systematic and scientific means and methods in daily study, life and work, focusing on cultivating individual's good ideological and moral behavior habits, aiming at promoting individual's overall development the ideological, political and moral education of the educated. Cultivation education is not only an important means to cultivate college students' good thinking habits and behavior habits, but also an important way to promote the overall development of college students. How to improve the level of college students' nurturance education is a basic topic worthy of thinking and research. However, due to the characteristics of the times in the interest orientation, mental state and psychological characteristics of contemporary college students, their cultivation education is also facing

multiple negative interference. In order to be effective, the cultivation education of contemporary college students should constantly explore new ways according to its characteristics. [1] Therefore, according to the characteristics of contemporary college students, based on the human-oriented incentive theory, it is a direction worthy of exploration to give full play to the incentive role of peer volunteers and strengthen the cultivation function of social practice.

The cultivation education of college students refers to the behavior selection and implementation education carried out by university educators through their university career by using various advanced methods, such as pedagogy, management, psychology and so on, using various favorable factors in their daily study and life. This education will promote them to develop good behavior habits and promote their all-round development. On the one hand, the cultivation education of college students should overcome the bad habits formed by the educational objects, on the other hand, it should help them form new good habits on the basis of which, therefore, it is not only basic and regular, but also complex and challenging, so it must be carried out step by step. Therefore, the cultivation education of college students includes at least three aspects. The first is the cultivation of correct behavior selection trend, which is the basis of value judgment of the educated; the second is the cultivation of positive behavior motivation, which is the internal motivation of the educated to make practical choice, which is conducive to stimulate the subsequent behavior selection and implementation; the last is the cultivation of good practical behavior and habits, which is the key to realize the value of the educated. Positive behavior is a stable and continuous behavior habit in practice, which is the ultimate meaning of all positive choice ideas and motives.

2.CHARACTERISTICS AND CAUSES OF CULTIVATION EDUCATION FOR CONTEMPORARY COLLEGE STUDENTS

Compared with the traditional college students, the cultivation education of contemporary college students has its own characteristics:

Lack of early development education. Some scholars believe that nurturance education is the socialization process of natural person. It runs through the whole life of human beings and adapts to the needs of

human physiological development, psychological development and spiritual development, so that people can receive specific education at different stages of life. Among them, there are many educational contents that are compulsory in childhood, adolescence or youth. Compared with the traditional college students, the cultivation education of contemporary college students has a great lack in the basic education stage, which can not keep the internal consistency with the development of their body and mind he starting point is relatively low.

The later environmental impact is complex. In the network environment, the contemporary college students not only did not develop some "should develop good behavior habits", but also infected with internet addiction, game addiction, procrastination and other bad habits. For a long time, their bad habits will not be corrected because of their bad habits.

The mental state is not stable enough. Whether the nurturance education can be carried out smoothly depends on whether the educator's methods are scientific and reasonable, whether the means are appropriate, and whether the external environment and other factors have played a positive impact, and whether the educated have a good, stable and positive psychological state. However, a psychological survey of contemporary college students shows that some contemporary college students have psychological immaturity such as lack of self-confidence, obvious sense of inferiority, strong inner uneasiness, tension and confusion, emotional instability, high emotional tendency, low self-control, easy to be hinted and interfered by the outside world. Among the 600 students surveyed, 37.1% of the students "worry about their appearance", 26.6% of them "feel hopeless for the future", 24.7% of them "feel uncomfortable with the opposite sex", 23.9% of the freshmen "feel that others don't like themselves", "feel distressed, depressed and anxious", and 23.3% of them "lose their temper uncontrollably". Therefore, the formation and maintenance of good habits of contemporary college students are affected by their psychological mechanism, with poor sustainability and frequent repetition.[2]

3.THERE ARE THREE MAIN REASONS FOR THESE CHARACTERISTICS IN THE CULTIVATION EDUCATION OF CONTEMPORARY COLLEGE STUDENTS:

Family influence of contemporary college students. According to a sample survey of college students from five universities in J Province, 96.7% of the students are only children, 45.08% of the students have rich family economic conditions, and 7.21% of the students are poor. It can be seen that the vast majority of contemporary college students are only children and grow up in a stable and affluent environment. Their parents tend to over care for them and even respond to their needs. They pay attention to their intellectual growth and neglect the cultivation

education. They attach importance to material stimulation and neglect moral incentive, which leads to the formation of bad habits such as self-centered, self-esteem, emotional sensitivity and lack of team consciousness.

The cognitive deviation of contemporary college students. After entering the University, they are divorced from the previous passive management environment. When they need to plan their study and life independently, many students have cognitive deviation and lost themselves in the new environment. Because a lot of time is spent in virtual cyberspace and video games, the degree of engagement in learning is seriously insufficient. Many students have learning obstacles and learning burdens. What these students are in is a "middle layer" that is easily ignored by teachers. Over time, they will unconsciously drift away from the collective edge, with strong psychological inertia and strong conformity, and lack of positive internal motivation and self- Sense of achievement.

The influence of social environmental factors. On the one hand, due to the lack of communication with others in the real collective life, gradually formed a sense of closeness and loss, resulting in the unhealthy mentality of "I can't do it" and lack of enough passion and courage to face new challenges; on the other hand, with the increasing social competition, employment opportunities and development space are more and more inclined to the elite with good cultivation education This makes the contemporary college students have greater pressure, breed serious utilitarian values, blindly care about the affairs related to their own interests, ignore their own comprehensive development, and seriously deviate from the talent training goal of "adults first and then become talents".

4.THE THEORETICAL BASIS AND PRACTICAL BASIS FOR PROMOTING THE CULTIVATION EDUCATION OF CONTEMPORARY COLLEGE STUDENTS

4.1 The behavioral formation theory of behaviorism psychology provides the feasibility support from the theoretical logic.

Behaviorism psychology, founded by American psychologist Watson, rose in the 1920s and 1930s. Its main research contents are attitude formation, behavior learning and gender role acquisition. His view of environmental determinism has influenced the development of psychology for decades. His viewpoint of predicting and controlling behavior has promoted the development of applied psychology, and has become one of the main schools of modern American psychology, known as the "first force" of psychology. American psychologist B. F. Skinner is one of the typical and important representatives of behaviorism psychology, and is known as the founder of "new behaviorism psychology". On the basis of Watson control theory and Pavlov's conditioned

reflex theory, he founded the operation conditioned reflex and put forward the reinforcement connection theory of conditioned reflex. Skinner pointed out that "human behavior is different from that of other species because of its complexity, diversity and achievement, but the basic process of behavior is not different." "The reason why we study animal behavior is that it's relatively simple. It is easier for us to reveal the basic process of animal behavior and record it for a long time. Our observation will not be complicated by the social relationship between subjects and subjects. The condition of animal research is better controlled. We can control the variables by setting genetic background and special life background Science and human behavior. Based on his reinforcement theory, Skinner's behavior motivation theory holds that human behavior is a response to external environmental stimuli. As long as the external operating conditions are changed, human behavior will change accordingly. Its significance lies in maintaining and exerting the positive and pleasant behaviors, reducing and eliminating the negative and unpleasant behaviors. To sum up, the theory of behaviorism psychology on behavior development, control and correction provides at least the following enlightenment for the cultivation education of contemporary college students:

From the perspective of behavior development theory, although the family background, psychological state and growth environment of contemporary college students have caused problems and deficiencies in their previous cultivation education, their behavior patterns have not been finalized. As long as educators make full use of the existing various influence conditions and strengthen the environmental control of their behavior development, they can effectively correct their bad behavior habits and promote them to develop good behavior habits.

From the perspective of environmental control theory, in the new life and learning environment, the behavior habits of contemporary college students have the possibility of reshaping. Educators can set targeted strengthening methods and ways according to the goal of talent training, which can guide them to develop good behavior habits.

From the perspective of the theory of operating conditioned reflex, in order to achieve the goal of cultivating education of contemporary college students, the functional relationship between the behavior habits formed in the past and the current environmental factors is very important. Only by correctly grasping the elements and conditions of strengthening the implementation of contemporary college students, can we achieve successful environmental control, promote their behavior correction, and develop good behavior habits.

4.2The "relative maturity" of social practice volunteers is the realistic basis

They are relatively mature in practice. Student volunteers, as a special part of college students, are people with good comprehensive quality who are selected and trained from excellent college students through strict selection and investigation procedures. Student volunteers are not only outstanding in their studies and abilities, but also positive and progressive, with a relatively obvious "relative maturity". They are excellent representatives and models of contemporary young college students.

Social practice volunteer organizations have a certain influence. First of all, student volunteers occupy a certain proportion in the contemporary college students, and have a very wide mass base. After investigation, there are about 750-850 volunteers among 10000 college students, accounting for about 8%. Secondly, student volunteers and grassroots student party organizations are highly recognized among ordinary college students. According to the questionnaire survey of ordinary college students in J college, 89.6% of students think that social practice volunteers have both moral integrity and ability, which is a model for them to learn; 98.8% of students think that if possible, they would like to join the social practice team and become a student volunteer. Finally, student volunteers and social practice play an important role in promoting the construction of academic atmosphere and academic atmosphere. According to the statistical survey of a university, 91% of the student volunteers ranked in the top 30% of the class; in the dormitories with more than two student volunteers, 78.4% of the students in the dormitories won scholarships; 100% of the dormitories with more than one student volunteers were rated as civilized dormitories; more than 90% of the students' social practice activities were negative by the student volunteer team More than 80% of major student activities are organized and implemented by student volunteers.

5.WAYS TO PROMOTE THE CULTIVATION EDUCATION OF CONTEMPORARY COLLEGE STUDENTS IN SOCIAL PRACTICE

From the problems faced by contemporary college students' cultivation education and the underlying causes of these problems, it is complex and long-term, and cannot be achieved overnight. And student volunteers and social practice activities as the advanced role models and group positions of college students, both internal cohesion and realistic influence. Guided by experiential education, in accordance with the characteristics of contemporary college students' acceptance psychology and the law of incentive function, we should give full play to the peer influence of volunteers, give play to the platform guarantee of social practice, strengthen the guidance and management of the majority of students, give full play to the role of unity, cohesion and guidance, and promote the cultivation education of contemporary college students from the surface to the inside, from

point to surface. It can be realized in the following ways:

The majority of students volunteer to strengthen their self-cultivation and take the initiative to play the advanced role. The cultivation of correct behavior choice trend is the basic stage of contemporary college students' cultivation education, and also the slowest stage. At this stage, the implementation of nurturance education is mainly carried out through a variety of intuitive ways, such as through media publicity, centralized class learning, lectures and reports, discussion seminars, etc. On the whole, these methods have a certain degree of extensive, indoctrination and abstractness, and have certain effect on some students who have a good foundation of nurturing education and high consciousness, but they have little effect for those students with strong inertia and poor self-awareness. Therefore, we should give full play to the incentive role of the majority of student volunteers, and let them bring the correct behavior choice trend to the students in a closer, more natural and more detailed way, such as individual heart to heart communication, class activity speech, and communication in daily communication, so as to gradually realize the subtle influence on the behavior motivation and promote the majority of students to establish correct behavioral practice and to develop habits.

Student volunteers set an example to participate in social practice, which can stimulate the formation of positive behavior motivation of contemporary college students. Marx once pointed out that "as far as an individual is concerned, all the driving forces of his actions must pass through his mind and must be transformed into the driving force of his wishes so that he can act." The so-called motivation refers to the psychological state that causes, maintains and guides a certain behavior towards a certain goal, and is the internal motivation or motivation that directly promotes a person to carry out activities. There are two conditions for its formation: one is people's internal needs and wishes; the other is external inducement and stimulation. At the same time, Fromm's expectation theory holds that people's motivation to engage in a certain action depends on the individual's subjective estimation of the expected results of the behavior. The reason why people take a certain action is because he thinks that the behavior can be sure to achieve a certain result, and the result has enough value for him. The formula is: motivation level = potency × expectation value. Potency refers to the value of the result of an activity to an individual, and the expected value is the individual's judgment on the possibility of realizing the result and the probability of achieving the goal and leading to some result. Therefore, for the contemporary college students, when they only have a certain ideological and moral concepts and do not form the internal moral needs and wishes, they will not generate the

motivation to lead to moral behavior, and need certain external guidance and stimulation to stimulate. The role model of student volunteers is: when ordinary students are faced with the choice of behavior but lack of motivation, through their own words and deeds, as well as the pleasant feelings, successful results and rewards brought by these words and deeds, we can give them some hints, that is, "we should do this" and "this can get some good results we want", so as to stimulate their motivation to imitate.

Strengthening the construction of social practice platform, expanding the space and depth of students' participation will strengthen the formation of good behavior and habits. Skinner believes that the individual's behavior is not achieved overnight, but gradually formed through a series of processes. Formation" refers to adjacent reinforcement scenarios that look similar on the surface but are different in fact. [3] The so-called reinforcement refers to the reinforcement of behavior results, the maintenance and reinforcement of the behavior, and the increase of the possibility of such behavior in similar situations in the future. Enhancement can be divided into positive enhancement and negative enhancement, both of which can increase the possibility of reaction recurrence. Positive reinforcement refers to the addition of a stimulus when an individual makes a certain behavior, while negative reinforcement refers to the removal of a stimulus from the environment when an individual makes a certain behavior; in the context of positive reinforcement, the purpose of an individual to increase a certain behavior is to obtain the desired result, while the purpose of adding a certain behavior of the latter is to avoid the occurrence of a certain result. In the development of contemporary college students' behavior, if ordinary students can give timely affirmation through practical activities, such as direct appreciation, telling them that this behavior will be rewarded, participating in and helping their behavior process (positive reinforcement), it will help to maintain this behavior and continue to take such behavior in the same situation. When they do some kind of immoral behavior, they should be stopped in time, such as interrupting their behavior, warning, informing that this behavior will be criticized or punished, and calling on other students to resist or oppose the behavior (negative reinforcement), which will help them to cancel the improper behavior and not choose such behavior in the same situation. In this way, it will effectively correct the bad behavior habits of ordinary students and eventually promote the formation of their correct behavior habits.

CONCLUSION

The cultivation education of contemporary college students is an extremely important part of their college life. For their ideological and moral education and ideal character education, it is not only a basic

education content that must be adhered to, but also an educational way that must be focused on construction. Student volunteers and social practice platform, as an example and position to carry out nurturance education among college students, have great significance of the times and practical significance to the cultivation education of contemporary college students.

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Thoughts on the Management of College Student Work in the New Era

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Abstract: Student management is an important part of education in colleges and universities, and the quality of students is inseparable from student management. This article takes Anshun College as an example to talk about personal thoughts on student work management from the current situation, existing problems and coping strategies of student work management.

Keywords: Counselor; Quality; Student work

1. INTRODUCTION

Student management is an important part of the education and teaching work of colleges and universities. The key to the quality of students training in schools depends on the quality of students themselves. At the same time, school management of students is indispensable. If a school is well managed, students may be good Talents can contribute to the country and society; improper management may also be "talents". They will bring great harm to society, such as crime, pornography, drugs, etc. Therefore, the management of college students The country, society, and individual students all shoulder considerable responsibilities. Only if young people have firm ideals, have responsibilities and accomplishments, the Chinese nation has hope and the country has a future. The future of the country and the hope of the nation rest on all teachers. Teachers are required to have the spirit of daring, willing, and courageous to foster the future of the country and the great task of national rejuvenation.

2. THE NECESSITY OF CONTINUOUS INNOVATION OF STUDENT MANAGEMENT IN COLLEGES AND UNIVERSITIES

(1) In the student management of colleges and universities, the aim of student-centered and student-serving has always been adhered to. Although the personality of contemporary college students is bright, the main features of youth sunshine and positive progress are still prominent. The traditional management mode is limited to the indoctrination of "teacher-content-student", with ideological and political workers as the main position, the content is produced and disseminated by it, and the students are in a passive state of acceptance^[1]. This will lead to a lack of communication between teachers and students in the management of college students. Teachers convey information to students, students can only accept, can not timely evaluation and exchange of

information. In the new media era, Weibo, WeChat and other ways as the main communication carrier, and in this field, the subject identity fiction and non-real name system, resulting in the spread of public opinion diversification and randomness. In the environment of recessive communication subject, when all negative information is spreading and spreading, it increases the breadth and difficulty of positive influence and moderate guidance.

(2) The new media application diversification challenge management way single enters 4 G times, the new media application unceasingly changes new. Its rapid dissemination, rich content and other characteristics, for contemporary college students, more attractive. In the new media era, students can stay at home and meet the needs of study, life, making friends, shopping, entertainment and so on^[2]. The traditional management of college students is a single channel, "layer by layer" mode of transmission. College students' excessive investment and addiction to WeChat and Weibo have brought some troubles to their study and life. At the same time, the mode of educational unification has also been seriously impacted. Ideological and political education depends on the party class, theme education, theme lectures, publicity reports and other ways to carry out. And the new media era, through Weibo, WeChat and other ways to spread, breaking through time and space constraints.

(3) Broadening the content of communication challenges the subject of management to limit the new media era, the content of information broadcast is widely reflected in all aspects. Current affairs hot spots, study life, shopping and making friends, ideals and beliefs, and some non-mainstream or even negative energy dissemination^[3]. As a student management worker in colleges and universities, in the new media era, the application and technical research of various communication carriers are limited to the primary level. And wide coverage, monitoring is not enough. The selection and guidance of various information is limited to the macro level. They are equal with students in the process of mastering and receiving information, and even lag in the acquisition of some information.

3. THINKING ON THE MANAGEMENT OF COLLEGE STUDENTS IN THE NEW ERA

(1) Schools should establish a sound system to enable students to form a good school spirit

The university is the home of college students, and the relationship between the home and its members is relatively complicated. Therefore, teachers, students and home need a series of systems to regulate and restrict the relationship between members, which requires the school to have relevant documents. Make students abide by school rules and disciplines between schools, and develop a balanced development in all aspects such as morality, intelligence and physical. The evaluation of school awards, awards, and student membership in the party need to be fair and impartial, so that some students with higher ideological awareness can drive relatively poor students, so that they can make progress in all aspects, drive the learning atmosphere of the entire school, and maintain school teaching Order and form a good style of study and school spirit^[4]. This requires the school to issue a series of related documents in accordance with national policies, and the secondary colleges must also draft the documents of the secondary colleges based on the national and school documents. Only by putting students in cages first, we cannot teach good students in our college education.

(2) Teachers should play an active leading role and strengthen the guidance of students' ideological and moral cultivation

Because students have insufficient judgment on society and are easily criticized by bad social trends, both student work managers and ordinary teachers should have a positive and positive influence on students' ideological and moral aspects, and avoid inappropriate remarks in class . Since most of the current students are only children, they may be affected by some bad habits and morals in society and at home, and they have developed some bad habits, such as selfishness, self-centeredness, in dormitories, classrooms and In public places, the feelings of others are completely ignored. These bad phenomena need to be guided. University teachers are not only to impart knowledge, but more importantly, to guide students' growth. Students ' dishonesty can do anything in front of their interests. For example, the falsification of family financial situation survey forms. These problems require the head teacher and counselor to play a guiding role. After leaving the school gate, I can use my words and deeds to guide others, influence others, and create a harmonious society.

Teachers play a very important role in student life, especially front-line student work managers, who are the guides and ideological guides for students. Through the observations and conversations of students by front-line student work managers, we can understand students' thought dynamics and student-related information, and help students establish the correct three views, outlook on life, world outlook and values. Counselors and class teachers should be targeted and correctly guide

students to focus on social hot spots in practical activities, holding theme class meetings, and correctly evaluate current affairs hot spots^[5].

(3) Improve the overall quality of the student management team and build a high-level student management team

Colleges and universities need to take the cultivation of college students' sense of responsibility as an important task and cultivate useful talents with the spirit of responsibility for the party, the country, and the society. The overall quality of the student staff determines the quality of the students to be trained. They are an important part of the faculty of colleges and universities, the backbone of the ideological and political education of college students, and the guide for the healthy growth of college students. Only by improving their ideological quality can they educate students well, and they can train students as their own children. But how can we improve the quality of student management? This requires leaders to understand the needs and current situation of the staff, and to train and continue their education to enable them to improve their own quality. At the same time, when meeting their needs, we should not forget to put forward strict requirements for them. We must take more effective measures in terms of ideology, policy, personnel training, and mechanisms to improve the work level of managers and mobilize their enthusiasm. This is mainly reflected in the counselor team ' s willingness to take responsibility and willingness to contribute to the country and society^[6]. This is mainly reflected in whether the counselor has a sense of responsibility. This is a voluntary and conscious spiritual manifestation. , The interests of the school and students are important, with a strong sense of mission and responsibility. Improve your political position and understand the importance of your work to the country and society with a high sense of responsibility. Transform the training of talents for the country and society into a consciousness.

(4) Strictly manage students

The ancients said: A strict teacher produces high disciples. I think that the implementation of student management work mainly lies in the strict management of students, but before strict management, there must be a school system as a guarantee. First of all, strict management of students is conducive to the growth of students. Although college students are basically adults, under the influence of the current society, some students are still physically mature but intellectually immature, which requires strict management by teachers; , Strict management of students is conducive to the construction of style of study. Judging from the current style of study in our school, even if the students with better grades come in, under the strict management of their own lack of self-control and teachers, it will soon be the same for everyone, and it

will be carried out two weeks before the exam. It is possible to pass the final exam smoothly by surprise or patronizing others' results during the exam.

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The Role of College Students' Volunteer Service in Ideological and Political Education

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Abstract: College students' volunteer service activities is a very important part of ideological and political education. To strengthen students' ideological education and improve the quality aspect, it plays an important role. The current college students' volunteer service activities become a mere formality and sustainability is not strong, moreover also professionalism is weak. For this problem. This paper takes shaanxi university of science and technology "clearing action" volunteer activities as an example. To discuss how to carries on the ideological and political education in college students volunteer service activities.

Keywords: College students; Volunteer service activities; The ideological and political education

INTRODUCTION

College students' voluntary service activities are voluntary social service activities with young college students as the main body. It not only makes the students realizing their own value pursuit in the service society, and has far-reaching significance for the construction of socialist core values. College students volunteer service activities is a very important part of ideological and political education. It's an important part of strengthening college students' ideological and political education and improving their quality.

1. PRESENT SITUATION AND EXISTING PROBLEMS OF COLLEGE STUDENTS' VOLUNTARY SERVICE

With the continuous growth of volunteer service team, the coverage of college students' volunteer service is becoming more and more extensive. College students' volunteer service not only promotes students, but also transmits civilization and love, helps to build a harmonious society and promote social progress. However, at present, there are still many problems in the voluntary service activities of college students in China, which need our high attention. For example, the formalization of content, weak persistence and insufficient professional level have hindered the effect of voluntary service in universities to a certain extent.

1.1 Volunteer service activities for college students are only a formality

College students' voluntary service activities are both voluntary and organized. Some college students have

a strong sense of utilitarianism in participating in voluntary service activities. There are relatively few students who really come from the heart and volunteer. In order to further enhance the cultivation of students' comprehensive quality, colleges and universities have launched the second classroom education. However, some voluntary service activities become a mere formality, which seriously deviates from the original intention of service and dedication.

1.2 The sustainability of college students' voluntary service activities is not strong

The arrangement and organization of youth voluntary activities in colleges and universities are mostly managed by the Youth League Committee of each school. But the work of the Youth League Committee is tedious and complicated. As a result, voluntary service can not be given due attention under the limited manpower, material resources and financial resources of the management department. In order to enhance the influence of activities, some colleges and universities habitually combine volunteer work with various thematic activities. Although it was carried out vigorously, with the end of the activity, the volunteer work stopped abruptly, and the continuity of the volunteer service activities was lost.

1.3 The degree of specialization of college student volunteer service activities is not high

College students' voluntary service activities are mostly confined to schools and surrounding areas. Volunteers lack opportunities to enter the social environment, participate in social activities and realize self-worth. It is difficult for volunteers to find self-identity in activities. The content of voluntary activities is single and boring, with few professional contacts with students, and mostly stays at basic social services. Such as cleaning the campus, cleaning the road, etc. It can't reflect the knowledge level of college students and the practicality of professional disciplines.

2. THE PRACTICE OF "QINGLIU ACTION" VOLUNTEER SERVICE PROJECT

2.1 Form a complete and continuous activity system

Most of the reasons why voluntary service activities are difficult to sustain are that the activities themselves are not sustainable and the financial support is limited. The "Qingliu Action" volunteer activities have established a unique operating model

for the poor sustainability of volunteer activities. College students use their professional knowledge to investigate river water quality. Use the first-hand data to calculate and analyze the existing problems of water quality. Put forward reasonable suggestions on river management; Take advantage of the team's charitable nature to launch the "Alibaba Charity Three Hours" platform and the "Tencent Donation" platform. Through the online platform to raise funds, and at the same time reach cooperation with major public organizations, get project funding support and guidance, so that ordinary volunteer service activities are sustainable.

2.2 Combining activities with students' majors

"Qingliu Action" aimed at the problems of formality and low level of professionalism exposed in the volunteer service activities of college students, carried out and organized the "Qingliu Action" volunteer activities, conducted surveys and water quality improvement actions on major rivers in Shaanxi. Through the way of voluntary service, organize students of materials, environment and other majors to participate, make use of what they have learned, truly apply what they have learned, combine knowledge with practice, and improve students' mastery and proficiency in knowledge.

The team used the method of taking water along the river to investigate. The team members have a clear division of labor and conduct water quality testing. And combine the learned knowledge with local humanities, geographic environment and other factors to conduct professional analysis of the detection data. Recording the water quality problems and their causes at each sampling point ensures the professionalism and accuracy of actions. Activities enable students to get out of the classroom, go to the grassroots level, and get comprehensive exercise.

3. THE ROLE OF COLLEGE STUDENTS' VOLUNTARY SERVICE IN IDEOLOGICAL AND POLITICAL EDUCATION

Volunteer service in colleges and universities has a history of nearly 60 years, which plays a very important role in cultivating students' practical ability and values. It is an important way of ideological and political education for college students.

3.1 Promote the correct guidance of values

Ideological and political education in colleges and universities undertakes the great mission of training qualified builders and reliable successors[1]. It is its responsibility to guide young students to establish a correct outlook on life, values and world outlook. Volunteer service culture is a part of socialist culture with Chinese characteristics, which embodies the position of socialist core values and is the internal unity of politics and value.

The essence of voluntary service activities is the spread and practice of love and civilization, which is the concrete manifestation of contemporary college students' concern for social and national development.

Universities can combine the value-oriented function of college student volunteers to further ideological and political education, enhance the initiative, consciousness and enthusiasm of college students to participate in volunteer service activities, and lead the civilized and harmonious social fashion[2].

3.2 Promote the combination of theoretical knowledge and practice

Volunteer service activities have achieved a high degree of unity between theory and practice in ideological and political education. Participating in voluntary service activities not only consolidates students' theoretical knowledge, enhances their practical ability and subjective emotional experience, but also improves their own quality. Various forms of voluntary service activities can also better release students' personality and nature, and promote students to develop good ideological and moral qualities through the influence of the atmosphere[3].

Universities can improve students' participation rate by improving the conditions of college students' voluntary service activities. They can make full use of the favorable conditions of university campuses, effectively integrate voluntary resources, and organize and lead full-time personnel to make publicity plans and implementation time. Make use of campus website, radio, poster, performance, etc. to do propaganda work, and deepen the volunteer service efforts into the daily life of students. And universities should innovate the organizational model of college students' volunteer service, enhance the continuity of college students' volunteer service, and give full play to the educational function of volunteer service.

3.3. Conducive to the cultivation of patriotic dedication

Entering a new era, patriotic dedication has a new meaning. How to strengthen the patriotic dedication spirit of college students in the new era, and make them be the strugglers and practitioners of patriotic dedication, is undoubtedly a problem that requires serious consideration. Volunteer service activity is a work that does not seek to return, and voluntarily devotes personal time and energy. Its essence is to invest one's own time and energy to do free things. In volunteer service activities, college student volunteers can realize the true meaning of patriotic dedication in practice[4][5].

In summary. Volunteer service activities have played an important role in the ideological and political education of college students. It plays an important role in guiding college students to establish correct values, develop good ideological and moral habits, and comprehensively improve the quality of college students. College students' voluntary service and ideological and political education promote and penetrate each other. Ideological and political education is the foundation of college students' voluntary service and provides the correct direction for voluntary service. As one of the latest carriers of

education, college students' voluntary service promotes the development of ideological and political education, broadens the platform of college students' practice, and tests the effect of college students' education[6].

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On the Reconstruction of Modern Teaching Methods on the View of Cultivating Innovative Talents

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Abstract: With the continuous development of social economy, our country's comprehensive economic strength is also constantly strengthening, which also means that the requirements for talent selection will become higher and higher. Therefore, China has comprehensively promoted quality-oriented education, so that students' quality, personality, innovative ability and practical ability can be fully developed. Teachers are also constantly optimizing their own teaching models and improving teaching efficiency to cultivate innovative talents.

Keywords: Innovative talents; Modern education; Reconstruction

INTRODUCTION

Education is not only teaching knowledge, but also training talents. Modern society has developed rapidly, and more innovative talents are needed to meet the needs of affordable development. When the school is carrying out education, it must combine the needs of social development and cultivate talents in a targeted manner, so that students can achieve success in their studies and contribute to social development after leaving school. This paper mainly starts from the perspective of cultivating innovative talents, and talks about the reconstruction of modern teaching methods.

1. TO CHANGE THINKING AND BREAK THROUGH THE CONFINEMENT OF TRADITIONAL EDUCATIONAL THINKING

Teaching philosophy plays an important leading and guiding role in the teaching process. Quality-oriented education is now being vigorously promoted in our country to cultivate innovative talents that can adapt to social development and social needs. It requires teachers to change their thinking, break through the limitations of traditional educational thinking, practice new teaching concepts, and carry out teaching in combination with the actual situation of modern students, rather than habitually using traditional teaching methods to hinder the development of students.

To reconstruct modern teaching methods and cultivate innovative talents, we must first have a clear understanding of talents. Talents do not refer to those talented nerds, but those who can combine rich theoretical knowledge with practical life and social

development needs, and those who have strong innovative capabilities and good qualities. Only by clarifying what is talent can we better cultivate innovative talents and effectively reconstruct modern education and teaching methods. Second, we must break through the confinement of traditional educational thinking. It is the teaching task of teachers to impart knowledge to students, and students are responsible for absorbing knowledge. However, if students do not absorb it selectively, but accept it entirely, it will bring a great learning burden to themselves, and the learning effect will not be good. Therefore, teachers must not only teach students knowledge, but also teach students how to learn, so as to effectively turn teachers' knowledge into their own knowledge, and continuously improve their ability to solve problems and innovation [1].

2. RECONSTRUCTION OF MODERN TEACHING METHODS

2.1 To pay attention to the education of comprehensive curriculum

Now the society needs talents with all-round development. People's understanding of things is the process of developing from a single thing individual to a whole thing. In the process of modern teaching, we should also change the traditional teaching mode of a single subject, pay attention to the education of comprehensive courses, and focus on the interaction between subjects, and plan to infiltrate the content of other disciplines in the teaching of one discipline to achieve the effect of linkage teaching. And that students can use a variety of thinking to think about problems when facing problems, in order to find the most suitable way to solve problems, which is conducive to improving students' innovative ability. For example, when we carry out Chinese teaching, students often need to read aloud. If the background music is added, students can be more engaged in the recitation, and the Chinese recitation can be combined with music. When introducing the author's background, it is often combined with the author's age. At this time, we can combine Chinese with history. This way of taking knowledge of other disciplines as auxiliary teaching can make students' knowledge learning more comprehensive, and also help to stimulate students' interest in learning, and promote the common development of multiple

disciplines through learning knowledge of one discipline [2].

2.2 To combine intelligence education with non-intelligence education

The combination of intelligence education and non-intelligence education promotes the development of students' innovation ability. In short, intelligence education is the usual knowledge learning of cultural courses. Non-intelligence education includes many factors such as learning willpower, listening ability, learning habits, learning methods, learning motivation, learning management, etc. In the process of students' development, non-intelligence education is equivalent to a catalyst, and it plays an important role in adjusting students' learning efficiency and learning ability. The cultivation of innovative talents is not to cultivate nerds who can only think but not practice, but to enable students to participate in practice on the basis of scientific and cultural knowledge they have learned, apply knowledge to practice, and give play to their creative ability [3].

2.3 To attach importance to students' principal position in teaching

To attach importance to students' dominant position in teaching mainly includes the following three aspects: first, equality between teachers and students. The teacher is the guide and educator of students, but it does not mean that the teacher is manipulating the students. On the other hand, the teacher is the cooperater and listener of students. Equality between teachers and students is conducive to a good teaching atmosphere. Equal communication between teachers and students enables students to actively inform teachers of their own needs and cooperate with the development of teachers' teaching work. Teachers can listen to students' ideas and innovate teaching methods. Students dare to question and express their ideas, which plays a positive role in realizing interactive teaching. In addition, students are the domination. The purpose of teaching is to let students acquire knowledge, and teachers' teaching is only an auxiliary means. Quality-oriented education requires teachers to give full play to students' subjective initiative and guide students to think from multiple perspectives. To this end, teachers in the design of topics, can be appropriate to design some open topics, develop students' thinking, so that students can give full play to their own imagination, and then their innovative ability can be cultivated. And each student can trigger the collision of thinking, and achieve better innovation effect. Third, to respect the law of students' development. Each student is an independent individual, it needs to promote the development of students' personalized and diversified, better achieve individualized teaching, so that each student can get their own development [4].

2.4 To teach students how to learn

An old saying said that give a man a fish, and you feed him for a day; teach a man to fish, and you feed

him for a lifetime. In modern teaching, teachers' imparting knowledge is the foundation, and more importantly, students should learn how to learn. First of all, we should cultivate students' observation ability. Finding problems is the first step to solve problems. In this process, students need to learn to be good at observing things around them and find problems. When they encounter problems, students will think and innovative thinking will be cultivated. Secondly, to cultivate students' innovative thinking ability. After finding problems, we should solve them. Teachers only provide students with certain ideas to solve problems or let them think boldly by themselves, rather than directly help them solve problems. Only when students think by themselves, dare to put forward their own views and dare to question other people's ideas, can they develop their own innovative thinking ability. Finally, we should cultivate students' practical ability. The so-called practice is the only standard to test the truth. Through practice, students can verify whether their ideas are correct, and also cultivate their practical ability. In the process of practice, students should also think about how to carry out practice to better verify their ideas and cultivate their innovative ability in a formless way [5].

2.5 To combine modern information technology with teaching

Today is the era of rapid development of science and technology. Teachers must change the previous teaching mode and be good at using modern information technology. With the help of its vivid image and convenient operation, it can effectively stimulate students' interest in learning, and improve teaching efficiency. In addition, it can guide students to use modern information technology to learn, cultivate students' ability of exploration and innovation.

3. CONCLUSION

To sum up, the construction of modern teaching methods based on cultivating innovative talents is the demand of social development and the development of education. The ultimate goal of education is to cultivate talents who can adapt to social development. The society is constantly evolving and changing. Only innovation is the eternal need of the development of the times. Therefore, it is necessary to constantly update education and teaching methods and cultivate innovative talents with the times.

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A Brief Analysis of Translation Strategies of Tourism English from the Perspective of Intercultural Communication

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Abstract: With the rapid development of our country's economy, it has become a world economic power and has a certain influence in the world, attracting thousands of tourists from all over the world. In China, the tourism industry is the third largest industry. With the rapid development of tourism industry, there are certain problems in cross-cultural communication, which reflects the importance of tourism English translation and the difficulty of cross-cultural communication. This paper analyzes the English translation of tourism development of China from the perspective of cross-cultural communication, and explores the cross-cultural meaning and English translation strategies.

Keywords: Cross culture; Communication; English translation

INTRODUCTION

As our country has become a world economic power, the degree of opening up to the outside world has increased, and the development of the tourism industry has also risen rapidly in the context of economic globalization. In the context of the existence of different languages and cultures in various countries in the world, tourism English translation plays a vital important role in the tourism industry, and it is also an indispensable part of language and cultural exchanges. However, if tourism English translation is simply understood and translated from a linguistic perspective, it cannot play a better translation role in a cross-cultural context. Instead, it needs to be understood from the perspective of the other party's culture, so as to facilitate the understanding and communication of people with cultural differences. Among the foreign tourists that our country receives, the most commonly used is tourism English translation. English-speaking tourists have different opinions on the background of culture, thinking and values. Therefore, in the translation and description of the exchange of tourism exchanges, it is necessary to take the cultural heritage into consideration for effective communication, so that tourists can have a deeper understanding of scenic spots and enhance their interest.

1. CULTURAL DIFFERENCES IN THE CONTEXT OF INTERCULTURAL COMMUNICATION

1.1 Cultural differences in language and things

The languages of different countries have obvious differences in character expression and grammatical characteristics. Chinese belongs to the Sino-Tibetan languages. It is characterized by a strong combination of form and meaning, expression and analysis, and implicit performance in tone, language and grammar. While English belongs to the Indo-European languages, and is characterized by its comprehensive and phonetic features. The same kind of things represent different meanings in different national cultures. For example, "dog" has a derogatory meaning in Chinese culture, but it represents loyal friends in British culture; white in Chinese culture represents more negative messages, which is commonly used in funerals, but in foreign religious culture, it means purity, kindness and friendliness; in terms of flowers, China uses peony as its national flower, while European and American countries mainly admire roses; Among the kings, China takes the tiger as its king and European and American countries the lion as their king. The image represented by the dragon in the West is a symbol of evil and cruelty, but in Chinese culture it is a symbol of dignity and the right to wealth.

1.2 Psychological and cultural differences

In China, due to the far-reaching influence of traditional Confucianism on people, humble and friendly relationship between people is more highly respected in national psychology. Therefore, there are many respectful words in language, such as your country and your father. There are uncles and aunts in Chinese culture, while in the English language, the relationship between the characters is relatively simple, there is no complicated title related to respect, and there is no strict concept of superiority and inferiority in the handling of the relationship between characters. And there are even some situations in which English expression can not effectively reflect the connotation of Chinese language.

1.3 Difference of thinking mode

Chinese people think in a spiral way. Chinese sentences have a logical structure relationship and a chronological order relationship. While Westerners think in a straight line, and English sentences are usually straightforward and have no corresponding sequence. Therefore, it is necessary to cultivate

cross-cultural awareness and be familiar with language habits and thinking patterns of westerners, so as to better communicate in the application of tourism English translation.

2. TRANSLATION STRATEGIES OF TOURISM ENGLISH

2.1 To adopt literal translation, free translation and supplementary translation

Usually, the literal translation of foreign tourists in scenic spots may not be able to fully express the implied meaning, and tourists will have doubts. Literal translation of names of people, place names and their time is acceptable, but if there is classical meaning, it may not achieve good translation results. In the process of English translation, it is necessary to make some supplementary explanations in combination with the relevant materials, so as to achieve the effect of foreign tourists' understanding of the relevant contents, so that tourists have a better understanding of the relevant sources, which is conducive to enhancing the interest of tourists. For example, in the translation of Tian'anmen Square, Heavenly-peace Square, a completely westernized literal translation, can not fully express its cultural connotation, so it needs to introduce relevant cultural information for explanation, which can tell that it is the witness place of the founding of New China; for scenic spots, transliteration and free translation can be combined, such as Badaling Great Wall, which is translated into Badaling Great. When visiting the Grand View Garden, it is necessary to explain the cultural background of the garden, and introduce the characteristics of scenic spots through simple story description, so as to enhance the interest of tourists and feel the interest of them.

2.2 To highlight the core significance

Due to the characteristics of the Chinese language itself, the language expression is more complex and there is a phenomenon of repeated expression. Therefore, it is necessary to express the core content and meaning based on the original information and faithful to the original meaning. For example, when introducing scenic spots such as the Great Wall, Tiananmen Gate in Beijing, West Lake in Hangzhou, etc., it is necessary to explain them in terms of their core meaning, showing the external features and internal cultural values of the scenic spots. For detailed cultural stories, they can be simplified according to the expression mode, without too much repetition. The implied meaning can be understood and the interest of tourists can be stimulated, and the translation can be achieved.

2.3 Principle of reciprocity and clarity of meaning

In tourism English translation, it is necessary to emphasize the principle of equivalence of cultural content. No matter the methods of analogy and supplement are adopted, the equivalence between Chinese meaning and English meaning should be achieved, and there should be no exaggeration and

over reduction of relevant information. Chinese and Western tourists frequently communicate with each other. If they exaggerate the information excessively and find that the network information is inconsistent with the actual translation situation on the Internet, the tourists will be disappointed. Therefore, translators should have a full understanding of Chinese and foreign cultures. They carry out translation not only in English grammar, but also in understanding the background culture to avoid translation errors. Only by giving the relevant cultural information that tourists want to know can we promote cross-cultural communication.

In translation, we should fully show the aesthetic taste of the language and control the fluency and speed of language as much as possible on the basis of clear expression. In the expression of information, aesthetic expression is used to enhance the comfort of tourists. Clarity requires concise language to avoid repeated expression and make tourists unable to understand. The Chinese expression emphasizes the graceful and dignified language meaning, and the corresponding language expression should be adopted in the English expression; the fresh and elegant language should be emphasized in the Chinese expression, and the similar language style characteristics should be maintained in the English expression.

2.4 Principle of cross-cultural transplantation

In order to allow Western tourists to better integrate into Chinese traditional culture, it is necessary to compare the content of unique characters and things in Chinese traditional culture with corresponding people or things in Western culture. This is cross-cultural transplantation. For example, Confucius, the founder of Confucianism in China, is compared with the sage Aristotle of Greece; the folklore "Liang Shanbo and Zhu Yingtai" is compared with Shakespeare's "Romeo and Juliet". By this way, the interpretation of Chinese celebrities and events with traditional significance can be more understood and accepted by foreign friends.

3. CONCLUSION

Under the environment of rapid development of our country's tourism industry, tourism has become one of the main methods of cross-cultural communication. Tourism English translation plays a good role in publicity. It also requires translators to translate tourism English from the perspective of cross-cultural communication, and fully respect the cultural differences from all parts of the world. In addition, translators need to strengthen their own understanding of different cultures, continue to accumulate related cultural habits, and learn about the cultural knowledge of different regions as much as possible, including language, religious beliefs, thinking patterns, aesthetic awareness, and celebrity events, poetry dictionary, etc. It can improve the fluency of translation and effectively transform

information.

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Application of Information Technology in Vehicle Maintenance and Tools

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Abstract:In the second technological revolution, automobile was born. After the third technological revolution, modern cars have made great achievements. With the continuous improvement of science and technology, a variety of modern science and technology has been applied to the car. But at the same time, more stringent requirements are put forward in the field of automobile maintenance. Due to the continuous development of automobile manufacturing productivity and the continuous improvement of economic level, the requirements for the technical and professional knowledge of automobile maintenance personnel are increasing. Therefore, vehicle maintenance and tools are also closely related to Internet informatization

Keywords: informatization; automobile maintenance; automobile tools; application

INTRODUCTION

Automobile maintenance mainly refers to automobile repair and daily maintenance. To do well in automobile repair and maintenance can ensure the operation of automobile in good condition, and then avoid traffic accidents and safety accidents. Generally, the maintenance of automobile is mainly aimed at some parts to ensure that the parts are not loose and fall off, the connection is normal and the lubrication is normal. All components shall be cleaned in time, and the parts shall be replaced in time in case of serious problems.

1.APPLICATION OF AUTOMOBILE MAINTENANCE IN THE INFORMATION AGE

1.1 improvement of vehicle maintenance technical requirements in the information age

With the advent of the information age, many fields have the characteristics of informatization. As a service industry, the automobile maintenance industry is affected by the rapid development of automobile technology, with high requirements for maintenance technology, and the technology in line with the new environment is what the automobile maintenance technology needs to pay attention to. In the information age, the speed of information circulation is speeding up, and the application and development of big data processing system promote the automobile maintenance industry to be

informationized. Therefore, to continuously improve the information of maintenance technology is to promote the development of modern economy and technology. In the face of the lack of knowledge and skills of maintenance technicians in the national automobile maintenance industry, the inability to keep up with the pace of the times, and the difficulty in flexible application of new technologies, we emphasize that we must make full use of modern science and technology information technology, and speed up the networking and information of automobile maintenance industry technology by constantly learning from and studying foreign technology management and establishing database. Secondly, strengthen the training of automobile maintenance technicians, through network training, data management and follow-up, greatly improve the overall level of automobile maintenance industry technicians.

1.2 characteristics of automobile maintenance in the information age

With the coming of information age, there are various characteristics of information in many fields. The automobile maintenance industry belongs to the service industry, and its technical content is higher due to the influence of technology. With the coming of the information age, the speed of information circulation is gradually accelerated, and the application of the processing system is making the automobile maintenance area informationization. Our country's maintenance industry staff need to master advanced information technology knowledge, flexible grasp of information technology, through reference to foreign research to accelerate the promotion of automobile maintenance industry network information. Staff should also be trained in time to promote the development of their ability.

1.3 learning of automobile maintenance personnel in the information age

With the comprehensive application of professional Internet and software and hardware products in automobile maintenance in enterprises, technicians can quickly query the basic parameters and maintenance data of all kinds of imported and new-type vehicles, and then quickly eliminate faults, reduce vehicle maintenance time, and significantly

improve production efficiency. This brings a quite intuitive concept of cost saving and economic income for automobile maintenance enterprises. With the comprehensive popularization of the Internet, more and more technicians can easily access to the outside information. A large number of high-tech talents who have mastered the use of computers and the Internet will inject new blood into the automobile maintenance industry, and these new blood will also drive people around to learn together. Therefore, as long as a maintenance organization produces such new skilled personnel, it will drive a maintenance organization to generate the overall demand for these information technology, and this demand will also vigorously promote the application of information technology in the whole automobile maintenance industry in the competition between maintenance organizations.

2. Application of Automobile Tools in the information age

2.1 electronic features of maintenance tools

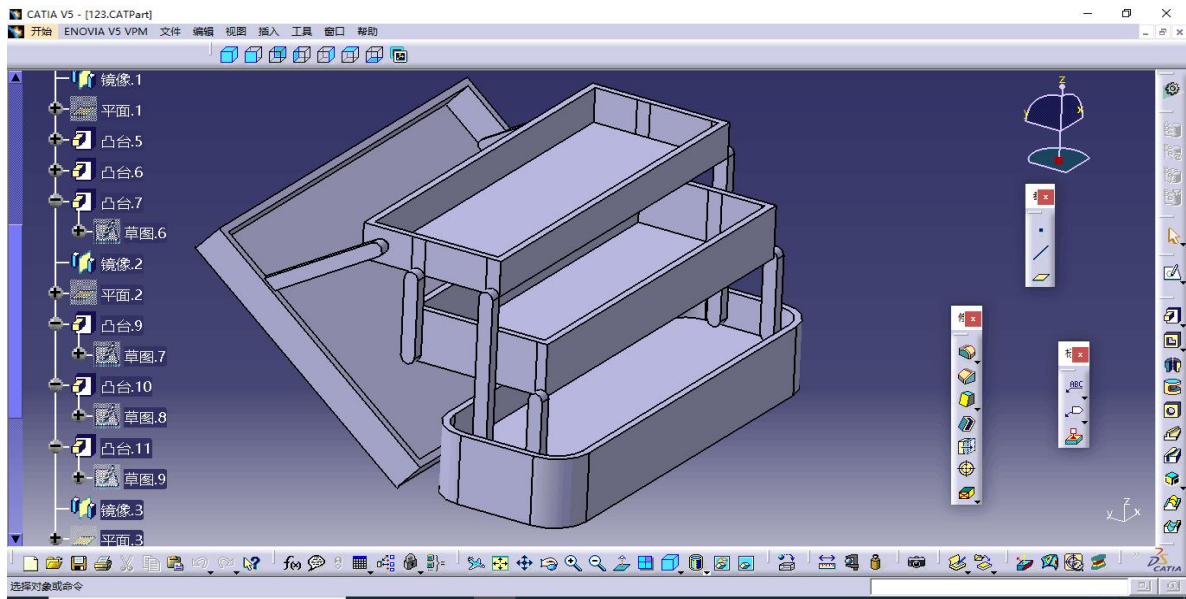
Under the background of the continuous development of science and technology, automobile maintenance tools also have a great degree of breakthrough and innovation, making it electronic. Since the development of the most original maintenance tools for machines and tools to today, a variety of advanced vehicle fault maintenance instruments and equipment have been launched, such as four-wheel aligner, exhaust gas detector, etc., which can be used in the process of vehicle maintenance to comprehensively and accurately maintain and determine the existing fault conditions of the vehicle, so that the maintenance personnel can formulate a reasonable and appropriate maintenance plan. Advanced vehicle maintenance tools are basically integrated products of computer technology and electronic technology. In specific application, they mainly use the role of computing technology and electronic technology to find out the fault condition of vehicle maintenance. This side shows that the advanced vehicle maintenance tools have electronic characteristics, which requires maintenance personnel to constantly improve their theoretical knowledge and technical level, so as to use the maintenance technology and equipment reasonably and flexibly.

2.2 change of Automobile Tools in the information age

With the rapid development of modern science and technology information, not only the automobile industry is more intelligent, but also the automobile maintenance tools have undergone profound changes. At present, automobile maintenance tools have changed from traditional "machines and tools" to scientific and technological, information and intelligent equipment, especially the wide application of high and new technology, which makes automobile maintenance tools develop in the direction of modernization and creates favorable conditions for automobile maintenance. For example, computer dynamic balance machine and equipment, oscillograph gas tester, automobile professional decoder, automobile special ammeter, automobile special national wheel aligner, etc. These automobile maintenance tools with inspection and maintenance functions have been widely used in the field of automobile maintenance, which requires automobile maintenance personnel to master a large number of modern maintenance technologies, otherwise they cannot adapt to automobile inspection and maintenance at all. The need for tool modernization.

2.3 Application of vehicle maintenance electronic product tools

In the past, most of the tools used in the traditional automobile maintenance work were machines and tools. With the comprehensive promotion of science and technology, more high-tech equipment and application technologies are introduced into the production and manufacturing process of automobile products, so as to ensure a higher level of automobile repair and maintenance technology. For example, data stream analysis, decoder and so on are all electronic diagnosis technologies developed with the help of various technologies. The effective application of this kind of electronic diagnosis technology can completely eliminate various problems and different faults in the automobile, and guarantee the stable operation of the automobile. The application of electronic diagnostic tools in automobile maintenance has higher requirements for the comprehensive quality of professional technicians. It is necessary to carry out professional training for maintenance technicians to better improve the quality of automobile maintenance work.



p1-Research the project model of pre-construction

3. CONCLUSION

In a word, automobile maintenance is the key to extend the service life of automobile, especially for some engineering vehicles and large-scale equipment and machinery. It is necessary to do a good job in fault judgment and detection, determine the fault location, find out the cause of the fault, and deal with it in time. In order to ensure the normal operation of the vehicle, it is necessary to select the replacement and repair methods of parts and components in combination with the use of the vehicle.

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On the Contemporary Value and Realization Path of Marxism in the Construction of Ideological and Political Courses in Colleges

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Abstract: The fundamental purpose of professional education in ideology and politics in colleges and universities is to cultivate socialist successors with a socialist construction spirit and good moral qualities. In order to complete the modern value of Marxism in professional education in ideology and politics in colleges and universities, we need to recognize more clearly the value of Marxism in professional education in ideology and politics in modern colleges and universities. This paper introduces the inner meaning of ideological and political courses in colleges and universities, its positive role in talent training, the significance of Marxism in the construction of ideological and political courses, and explores the specific ways of Marxism in the construction of ideological and political courses.

Keywords: Colleges and universities; Ideological and political courses; Marxism; Realization path; Contemporary value

INTRODUCTION

Colleges and universities are originally places for studying and educating people. They are also the basic function of colleges and universities and the key to serving society. At present, higher education in our country has shifted from an elite training model to a general public training model. The population of college students is becoming larger and larger. The university stage is also an important part of every student's life. It is a period for many college students to cultivate their outlook on life and values. It has become a key focus that how to train talents who adapt to modern socialist construction. Professional education is the foundation for cultivating talents in colleges and universities. Therefore, it has become the focus and difficulty in college education that how to closely integrate majors with education in ideology and politics in ideological and political courses to make students consciously assume the important task of socialist construction in a subtle way.

1. THE INNER MEANING OF PROFESSIONAL IDEOLOGICAL AND POLITICAL THEORY IN COLLEGES

Majors are the types of disciplines that colleges and universities are divided into according to different social divisions. They are professional in teaching and can reflect the training requirements for

designated majors. From the perspective of the purpose of professional education, what kind of talents are trained is an important issue for socialist construction. So it is the important task of professional construction of colleges and universities in our country to regard Marxism as the basic theory of professional education in colleges and universities, and take the effect of establishing morality as the index of professional education in colleges and universities, and cultivate talents with both morality and professionalism [1].

2. THE POSITIVE ROLE OF PROFESSIONAL EDUCATION IN IDEOLOGY AND POLITICS IN TALENT TRAINING

(1) Professional ideology can ensure the right direction of talent training.

College education shoulders the great responsibility of cultivating talents for the country and society. There is no doubt that the political direction of training talents in college education must be completely correct. Professional education in ideology and politics should be in the first place in the various tasks of colleges and universities. It not only needs a unique and complete operation mode, but also needs to have synergy with other tasks in operation. The professional construction of colleges and universities can directly affect the country's talent training. Therefore, professional education in ideology and politics should be a core key point in the education of colleges and universities. Through the establishment of this kind of ideological and political courses as the core talent training system, it can lead students to grow up and learn healthily under the leadership of correct socialist core values, and ensure the correct political direction of talent cultivation in colleges [2].

(2) Professional education in ideology and politics can achieve the goal of educating people.

The core standard of cultivating talents for socialist construction in colleges and universities is to have both political integrity and ability and to develop in an all-round way. Therefore, the goal and orientation of education must be made clear in the talent construction of colleges and universities. Only on the basis of the clear goal of education can a higher level and more perfect talent training system be established.

The education in ideology and politics in colleges and universities can affect the fundamental problem of talent cultivation, that is, "what kind of person to cultivate". However, the systematicness and complexity of talent training also make clear the universality of specialty construction. The specialty construction involves not only the traditional teaching system, but also the complex teaching material system and management system. Only by firmly grasping the basic law of talent cultivation, strengthening the basic content of talent cultivation, and implementing the education in ideology and politics in colleges and universities into all aspects of specialty construction, can we achieve the ultimate goal of educating people.

3. THE SIGNIFICANCE OF MARXISM IN THE IDEOLOGICAL AND POLITICAL CONSTRUCTION OF MODERN COLLEGES AND UNIVERSITIES

General Secretary Xi Jinping said that colleges and universities are colleges and universities led by the party and the state, and colleges under socialism with Chinese characteristics. To do a good job in higher education, we must take Marxism as the guiding ideology of ideology and politics in colleges and universities.

In the contemporary society, the education in ideology and politics in colleges and universities is facing great challenges, which is bound to have an important impact on the current college education. This change has four main points. First of all, during the critical period of social transformation, a large number of diversified ideas have been produced, which has affected the leading position of Marxism in higher education to a certain extent. Second, the knowledge content of the traditional ideological and political courses in colleges and universities is relatively boring, which is lack of attraction to college students in the new era. In addition, the lack of ability of some ideological and political teachers has affected the teaching effect of ideological and political classroom in colleges and universities. Moreover, some college students are lack of ideals and beliefs. All these have caused great challenges to the leading position of Marxism.

Therefore, taking Marxism as the core of spiritual education is the focus and difficulty of talent training in colleges and universities. There are three main meanings of Marxism in the ideological and political construction of modern colleges and universities. Firstly, it plays a leading role in the ideological and political construction of colleges and universities. Second, it has a positive effect on the cultivation of college students' political beliefs. At last, it provides the correct direction and method for the ideological and political construction of colleges and universities.

4. THE REALIZATION PATH OF MARXISM IN THE SPECIALTY CONSTRUCTION OF IDEOLOGY AND POLITICS

To promote and combine Marxism in the ideological and political construction of colleges and universities, we must unswervingly adhere to the basic meaning of Marxism, and actively maintain the status of Marxism in the ideological and political construction of colleges and universities, and make Marxism shine brilliantly in the ideological and political construction of colleges and universities.

(1) To adhere to the basic concept of Marxism

In the specialty construction of ideology and politics, it is necessary to constantly improve ideological and cognitive ability, and actively apply it in the specialty construction of ideology and politics. In the modern situation, the difficulty of talent training is increasing, and we should keep a correct understanding of it. Under the correct leadership of the party and the state, the education in ideology and politics of college students in the new era should be integrated into specialty construction, and the ways of specialty construction of ideology and politics should be continuously improved. It is not only to cultivate college students to carry forward and develop the traditional ideas, but also the basic requirements of the development of the times and social ideas.

(2) To adhere to Marxist values

Through the specialty construction of ideology and politics, we should constantly cultivate our own socialist values, realize the value gain of social talent training, and then cultivate high-quality and high-level talents for the society. Colleges and universities should implement the basic meaning of Marxist theory into all aspects of teaching through professional ideological and political education, cultivate students' unswerving Marxist concept in the process of talent cultivation, and then guide students to establish correct outlook on life and values, cultivate students into talents with comprehensive development of socialism, and contribute to socialist construction. In this way, students who have received professional ideological and political education will show great value in the great journey of socialist construction and produce considerable value benefits [5].

5. CONCLUSION

The fundamental purpose of ideological and political education in colleges and universities is to cultivate modern socialist talents with both morality, strong professionalism and perfect ideological character for the country and the society. In the specialty construction of ideology and politics of colleges and universities, we should have a correct understanding of the correct meaning of professional ideology and theory, the positive role of ideological and political education in the cultivation of talents, the significance of Marxism in the ideological and political education, and the correct way to establish Marxism in the construction of ideological and political education.

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On the Cultural Mission and Innovative Development of Ideological and Political Education in Universities

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Abstract: This paper elaborates the cultural mission of Ideological and political education in Universities, analyzes its current situation, and puts forward some innovative strategies, in order to bring some help to improve ideological and political education in Universities.

Keywords: ideological and political education; cultural mission; innovative development

1. INTRODUCTION

At this stage, the cultural mission of Ideological and political education in Universities in our country is difficult to be fully reflected, and it cannot effectively deal with the problems brought about by the big data era, national background and other factors, so the ideological and political education work is not ideal. At present, some Universities gradually realize the cultural mission of Ideological and political education in the actual work, and actively try in the actual work, and also achieved more ideal results. However, due to the limitations of teaching ideas and teaching methods, there are still some deficiencies in the ideological and political education in Universities, and the teaching work needs further innovation. In this case, it is necessary to study the cultural mission and innovative development of Ideological and political education in Universities.

2. THE CULTURAL MISSION OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES

In the report of the 19th National Congress of the Communist Party of China, cultural construction has been paid more attention, the goal of cultural construction has been clarified, and the specific ways of cultural construction have been put forward, which points out the direction for the development of relevant work. Under the new situation, the world situation is becoming more and more complex, and China's social and economic development is facing new problems. The development of cultural construction can improve China's national soft power to a certain extent, and lay a solid foundation for China's further development. At this stage, how to improve students' ideological awareness has become a major problem faced by Universities, and ideological and political education has received more

and more attention. College students are more open-minded and have more ways to receive external information. In this case, college students' thinking has been better divergent. However, it is worth noting that due to the lack of social experience and immature thinking of college students, they are more vulnerable to adverse information, which is not conducive to the future development of college students. Therefore, Universities should attach great importance to the development of Ideological and political education in the actual work, clarify its cultural mission, carry out the work based on excellent traditional culture, strengthen the influence on college students, and regulate the behavior of college students from the cultural level. Cultural pursuit and cultural development direction can reflect social moral standards to a certain extent. Therefore, ideological and political education should pay attention to guiding the direction of cultural development and lay a good foundation for cultural inheritance and development. Cultural foundation is the foundation and premise for a nation to stand in the world. Therefore, Universities should attach great importance to the historical inheritance of culture in Ideological and political education, and promote the development of socialist cultural construction with Chinese characteristics on the basis of excellent traditional culture.

3. THE CURRENT SITUATION OF THE CULTURAL MISSION OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES

(1) Development and popularization of network technology

At present, in the process of realizing the cultural mission of Ideological and political education in Universities, we are mainly faced with the negative impact of the development and popularization of network technology, and the realization of the cultural mission has been hindered. Under the background of the rapid development and popularization of network technology, the ways for college students to receive information are constantly enriched. In this case, college students' thoughts are bound to be affected by external information to a certain extent. For a long time, there will be some changes in college students' values, which has a great negative impact on the inheritance and development

of excellent traditional culture. At this stage, how to better realize the cultural mission of Ideological and political education in the context of the rapid development of network technology is a big problem faced by Universities. Universities pay attention to the analysis of the impact of multiculturalism in the actual work, and take targeted measures to improve the work [2].

(2) International background

In order to achieve further economic development, China actively promotes reform and opening up, and has made remarkable achievements. Social and economic development is advancing by leaps and bounds, and people's material living standards are significantly improved. However, it is worth noting that the background of nationalization also puts forward new problems for the realization of the cultural mission of Ideological and political education in Universities, and Universities are facing severe challenges in practical work. Under the new situation, ideological and political education in Universities should make clear the requirements of international development, correctly understand the problems of international development of education, information integration and economic globalization, make clear the goal of socialist cultural construction with Chinese characteristics, and actively try and apply new working concepts and modes, Strengthen the communication with other countries and regions, determine the ideological and political education strategy according to their own actual situation, and better realize their own cultural mission [3].

(3) Big data Era

In the era of big data, people's ideas have changed greatly, and the means of information acquisition, dissemination and processing are constantly innovated. In this case, ideological and political education in Universities has ushered in new opportunities and challenges. Under the new situation, Universities should attach great importance to ideological security in Ideological and political education, pay attention to preventing the erosion of Western ideology on College Students' ideas, focus on Cultivating College Students' patriotism, and help them form correct values. And in the ideological and political education, Universities should pay enough attention to the security of personal information to better protect the privacy of college students. In the era of big data, college students can obtain information more simply and quickly, which provides great convenience for students, But in this case, the risk of College Students' information loss and leakage is also increasing, resulting in some negative effects. Universities should pay attention to explain the relevant knowledge of personal information security protection in Ideological and political education, so as to avoid the occurrence of information leakage as far as possible [4].

4. INNOVATIVE DEVELOPMENT OF

IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES BASED ON CULTURAL MISSION

(1) Innovating the idea of Ideological and Political Education

Under the new situation, the ideological and political education in Universities in our country is facing new problems. In order to realize the cultural mission of Ideological and political education, Universities must attach great importance to the innovation of educational ideas, clarify the goal of Ideological and political education, enrich the teaching content, so as to improve the level of Ideological and political education. In practical work, Universities should take "two consolidations" as the goal of Ideological and political education, and attach great importance to the development of ideological education. Moreover, in the ideological and political education, Universities should pay attention to the inheritance of excellent traditional culture, and actively integrate into the socialist core values in the process of realizing the cultural mission, so as to ensure that the ideological and political education is closely related to the daily life of college students, so as to win the recognition of college students and provide continuous vitality for the ideological and political education in Universities [5].

(2) Innovating the means of Ideological and Political Education

At present, China's science and technology is developing rapidly, and information technology plays an increasingly important role in people's life and social production. Under the new situation, college students have a strong dependence on information in the process of study and life, and the ways to obtain and transfer information are constantly enriched. In this case, there are some changes in college students' ideological concept, which puts forward higher requirements for ideological and political education. In the actual work, Universities should make clear the social development trend, the advantages and functions of information technology, actively innovate teaching methods, and try to use information technology to carry out ideological and political education, so as to improve the interest of teaching and help students better learn relevant knowledge. The application of information technology can effectively enrich the content of Ideological and political education, help students understand and learn the multi culture in the network, also can effectively improve the level of Ideological and political education strengthen the influence on students [6].

(3) Innovating the grassroots work of Ideological and Political Education

The development of grassroots work has a direct impact on the quality of Ideological and political education in Universities. Therefore, Universities should pay attention to the innovation of grassroots

work in the new situation, so as to realize the cultural mission of Ideological and political education. In practical work, Universities should pay attention to building high-quality grass-roots team, provide necessary help and reliable guarantee for grass-roots staff to carry out their work, fully mobilize their enthusiasm, so as to ensure the high-quality development of Ideological and political education. In addition, Universities should improve the teaching evaluation, evaluate the realization of the cultural mission in Ideological and political education, and provide reliable basis for teachers to improve their own work, so as to achieve a substantial increase in the level of Ideological and political education.

CONCLUSION

To sum up, the innovation of Ideological and political education in Universities can give full play to its cultural mission, strengthen the influence on students' thoughts, help students master relevant knowledge and realize the inheritance and development of excellent traditional culture. Under the new situation, Universities should attach great importance to the cultural mission of Ideological and political education, clarify the impact of big data era, international background, network technology development and popularization, and improve the ideological and political education by innovating education ideas, education means and grassroots work, In order to ensure the high level of Ideological and political education in Universities, and realize the cultural

mission of Ideological and political education.

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Research on Education Management and Reconstruction of Teaching Facilities

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Abstract: The country's economic and cultural development, science and technology are more and more advanced, which shows the importance of education. In the reform of education system, the task of teachers has changed greatly, which is changed to train students' all-round development as the center of teaching. Therefore, it is an urgent task to rebuild the education management system and teaching facilities, which involves the core foundation of national education. The school imparts knowledge through classroom teaching. As the central work of the school, the core of school management is teaching management and new teaching basis. Only an advanced education management system can be formulated to ensure the advancement of education reform.

Keywords: Education management; Teaching facilities; Strategy

INTRODUCTION

With the continuous development and progress of the society, the improvement and innovation of education management system in the education industry and the construction of scientific teaching facilities are the things that we must pay attention to at present. In the background of curriculum reform, the requirements for education staff are upgraded from teachers and students to school administrators, the reform and innovation of education management system, the implementation of scientific and effective management system, the strong support for the management of school education, and the guarantee of curriculum reform to achieve the corresponding goals. Under the new education system, the problems of education management and teaching facilities have gradually appeared. School administrators need to carry out student-centered education and promote the sustainable development of school education. Therefore, it is of great significance to study the construction of education management and the improvement of teaching facilities.

1. ANALYSIS OF EDUCATION MANAGEMENT AND TEACHING FACILITIES

1.1 Education management at the present stage

At present, the mode of education management is relatively backward, which has no obvious effect on promoting the development of school education and the all-round development of students. It is often said that promoting the development of students'

quality-oriented education can be achieved through the reform of curriculum content, but it is not considered that the reform of teaching materials is a time-consuming and energy-consuming project. If we only put forward the reform, and do not develop and improve the education management system, the process of curriculum reform can not be effectively guaranteed, and it is difficult to achieve the ideal teaching objectives. At present, the school does not pay enough attention to the education management system and teaching facilities, has been using the traditional way, and has not improved the existing disadvantages, so that the education reform can not get better development.

1.2 To manage students with the score

Based on students' academic performance, the evaluation of teachers' teaching quality is implemented. Although this way can directly show the achievements of teachers and students, the situation of future development is determined by one examination, which makes teachers, students and parents pay attention to the academic performance and think that academic performance represents everything. At the level of school management, the first consideration is the score of students, not paying attention to the overall development of students and the value orientation of teaching, which is not conducive to the overall development of students and the sustainable development of education.

1.3 Foundation of modern teaching

The past teaching foundation did not keep up with the development of the times, did not help students to improve their self-development, could not drive the enthusiasm of students, and did not meet the current education goals. Therefore, in order to rebuild the teaching facilities and improve the educational facilities, more attention should be paid to the cultivation of students' ability to analyze problems, develop their innovation ability, and guide their initiative in learning. In order to promote the reform of education curriculum and ensure the efficiency of students' all-round development, we must rebuild the teaching facilities and try our best to help students grow into talents needed by the society.

2. EDUCATION MANAGEMENT AND REBUILDING STRATEGIES OF TEACHING FACILITIES

2.1 To establish a school-based teaching management system

In education management, it is necessary to establish a school-based development principle to promote the sustainable development of schools. Through the reform and innovation of traditional education management, the use of democratic and scientific teaching management methods plays an important role in the development of schools, the implementation of new curriculum reforms, and the transformation of teaching concepts. The reform of curriculum content in the education system puts forward higher requirements for educators, requiring that they need to transform from disseminating textbook knowledge to cultivating students with all-round development, to constantly reflect on teaching methods and become educational researchers. The new education management requires teachers to carefully study the teaching methods during the teaching process. Therefore, teaching management needs to be more scientific and democratic to ensure the rapid development of new curriculum reform education. Learning managers can form a faculty education management conference system composed of teachers, parents and education experts, so that all talents with ideas can participate in the management of the school, constantly improve their own ability, play a greater role in the teaching management and development of the school, and promote the development of education in an all-round way.

2.2 To deepen the management system to ensure the stable development of education

In order to ensure the stable development of education, provide guarantees for educational curriculum reform, and promote the development of education, it is imperative to deepen the current education management system. School administrators should improve the current management organization by establishing a teaching supervision group that is composed of senior teachers, evaluating the teaching quality of teachers and the participation of students in the classroom. And teaches should timely feedback problems to the school's teaching management center and propose corresponding solutions are more conducive to the improvement of teaching quality. In colleges and universities, with the expansion of the school's teaching scale, through the implementation of school-level and college-level teaching management, the enthusiasm of all faculty and staff for education management will be improved, and the teaching work will be promoted. Under the background of the credit system, school administrators should make changes to the teaching management organization based on actual needs, and manage teachers and students through the establishment of administrative offices, teaching technology construction, and student status management, so as to ensure the improvement of teaching quality and the sustainable development of education.

2.3 To strengthen teaching infrastructure

Teaching is a process of combining theoretical knowledge and practice. Education management plays a key role in improving teaching quality. To change the current situation of education, it is of great significance to strengthen the teaching infrastructure. The reconstruction of teaching facilities of the school must take into full consideration the needs of students and the development of the society. Rebuilding the teaching facilities requires that we should focus on basic courses with a wider range of knowledge and ensure that the teaching infrastructure can meet the needs of teaching. For example, in the construction of teaching infrastructure, schools should build laboratories to cultivate students' independent practical ability and improve students' innovative ability to ensure that they understand theoretical knowledge in practice and ensure the quality of teaching. Reconstruction of teaching foundation is to strengthen the construction of teaching facilities and to do a good job in the construction of basic courses and professional courses. Today, with the advanced Internet technology, classrooms are equipped with multimedia, which enriches teaching methods. The use of multimedia technology to impart knowledge can arouse students' interest in learning and improve the level of teaching work.

2.4 To establish the evaluation system to promote the growth of teachers

In the system of school education management, the evaluation of teachers' teaching quality is the evaluation of school management on teachers' teaching quality, which is a daily work. Improving the evaluation system and correctly evaluating teachers' teaching work can encourage teachers to work harder, improve their professional knowledge and make better contributions to education construction. Reconstruction of the evaluation system different from the traditional teaching evaluation, should start from the aspects of teachers' teaching research, teaching method reform and improvement of students' performance, and establish a scientific evaluation system, so that teachers can learn to reflect on their own problems and sum up experience from the evaluation, and teachers' professional knowledge can be developed. The establishment of a scientific and fair evaluation system can stimulate the enthusiasm of most teachers, promote the development of schools and students, and achieve teaching objectives.

3. CONCLUSION

To sum up, the reconstruction of new education management involves the change of teachers' teaching methods, and the current concepts of education management and teaching facilities are insufficient to support the teaching objectives of the new curriculum reform. It is of great significance for school administrators to improve the traditional and backward education management system, to stimulate

teachers' enthusiasm for work and stimulate students' interest in learning through the establishment of new education management and teaching facilities.

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Research on the Path of Integrating Excellent Traditional Culture into Ideological and Political Education in Colleges

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Abstract: In the 21st century, China is actively pursuing the strategy of strengthening the country by education, focusing on promoting higher education to ordinary people, so that everyone has the opportunity to receive education. Higher education is no longer an elusive dream as it used to be in the 1970s and 1980s. There are so many college students in the society that the cause of education has begun to move towards the construction of spiritual civilization. The country has gradually paid more attention to cultural education, and the inheritance of excellent traditional culture needs to start from the younger generation.

Keywords: Excellent culture; Colleges and universities; Ideological and political courses; Path; Cultural inheritance

INTRODUCTION

Higher education is not only the education of scientific knowledge, but also the education of spiritual civilization. Excellent college students who have contributed to the motherland and the society should both have a wealth of scientific theoretical knowledge and possess a high level of spiritual civilization. Only by constructing theoretical knowledge and spiritual civilization at the same time can we cultivate college students with high-quality and patriot.

1. THE IMPORTANCE OF PROMOTING EXCELLENT TRADITIONAL CULTURE

With 5000 years of Chinese heritage, Chinese traditional culture has endured for a long time and has become a shining cultural star in the world. For the Chinese nation, traditional culture is not only a simple spiritual force, but also a source of vitality for the entire nation. The most important thing for a nation is its national culture, so traditional culture is vital for the Chinese nation.

Since the 18th General Conference of the Party, General Secretary Xi has expressed his views on excellent traditional culture of the Chinese nation in numerous press conferences, and expressed his personal admiration for excellent culture of the Chinese nation that has been passed down for thousands of years and his affirmation of Chinese culture and recognition of the Chinese people for their own cultural strength. He has also published his firm belief in excellent traditional culture of the

Chinese nation several times in the world, and demonstrated to the world the spiritual identity of the Chinese people with excellent traditional culture that has been passed down for thousands of years. While the national actively promotes the construction of the "three self-confidence" policy, it also spares no effort to strengthen the cultural self-confidence of the Chinese nation in its own culture. A culture that has been passed down for thousands of years is the soul of a nation and its spiritual source. History has proved to everyone that no matter which nation it is, it can't be strong if it does not cherish or value its own culture. To realize the great rejuvenation of the Chinese nation, college students are responsible to unswervingly believe in excellent culture of the Chinese nation for thousands of years, and inherit and carry forward the traditional culture.

The reason why Chinese traditional culture can last for a long time and spread its origin is that it must have its excellent side, which is worthy of development, and worthy of inheritance. For cultural learning, we need to recognize the pros and cons of culture, and absorb the good and throw away the rotten ones. Excellent culture is worth inheriting. To show the spirit of the Chinese nation, contemporary college students must learn excellent traditional culture and recognize excellent traditional culture in spirit, so as to show the confidence that a nation should have.

2. THE DILEMMA OF INTEGRATING EXCELLENT TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Culture is excellent and the road is right. But the road to success is always full of mud and thorns, and the road of integrating excellent traditional culture into the ideological and political courses in colleges and universities is also full of mud and thorns.

(1) The concept of contemporary college students is immature enough.

According to the current situation of ideological and moral construction in colleges and universities, college students are obviously immature in ideological and moral construction [1]. A lot of ideological and moral studies in universities are not widely participated by students. In the future, it will become a decent job in the university. At the same

time, students of non-ideological and cultural majors cannot attach great importance to ideological and political courses, and they just sit in the classroom to get good results, simple and easy examination is just to get students to deal with. Such a neglected ideological and political classroom can not be integrated into students' mind and their spirit even if it is integrated with excellent traditional culture.

(2) It lacks combination of practice and theory.

In the current ideological and political courses, students' knowledge and theory learning accounts for the vast majority of the proportion, and students' theoretical practice is far from meeting the requirements [2]. The education of ideological and political classroom in colleges and universities pays one-sided attention to theory and does not combine with practice, which makes the ideological and political construction only become a basic knowledge point and one-sided stay in the memory of students, and can not be turned into the real spiritual civilization construction and feedback in the society.

(3) College students do not attach importance to Chinese culture

Contemporary college students like new things and are always full of yearning for things they don't know and are not used to. Some college students who are not determined to face the Western values and cultural traditions have gradually evolved from their initial curiosity to blindly follow and worship the culture [3]. For example, in order to build cultural confidence, colleges and universities explicitly inform students to boycott foreign festivals and take measures to close schools, but it still can not stop students' enthusiasm for festivals. There are still many students celebrating western festivals in private. On the contrary, students don't pay attention to some traditional festivals, as if traditional festivals are not worth celebrating.

Students' curiosity about new things makes the traditional festivals not pay enough attention in their hearts, and western culture has gradually occupied an increasing proportion in the minds of students. It has become more difficult to inherit and develop excellent traditional culture, and integrate excellent traditional culture into ideological and political courses.

3. THE PATH OF INTEGRATING EXCELLENT TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL COURSES

It is right to adhere to the path of cultural heritage, but we need to explore how to integrate it into ideological and political courses. Therefore, effective methods should be actively explored.

3.1 Teachers' leading role in the process of cultural integration

Teachers should always stand in the first place to make students get into sight. The same is true for the integration of excellent traditional culture. Only when teachers actively promote the integration of excellent

traditional culture, can students actively accept the knowledge of traditional culture. It is necessary to integrate excellent traditional culture of the Chinese nation into the classroom and innovate teaching methods of spiritual construction, so that students can accept the influence of excellent culture in the classroom, and their cultural confidence for the Chinese nation can be enhanced.

3.2 To strengthen the integration of students' theoretical study and practical learning

Carry out the theory in practice, and students can experience its charm in life practice. A journey of a thousand miles begins with a single step. Without practice, nothing can be done. The theoretical knowledge that has not experienced practice is just a small boat in the vast memory of students. Only by allowing students to experience the value of national culture in practice can they fully transform the theoretical knowledge they have learned into behaviors in life.

3.3 To strengthen the popularization of excellent Chinese culture

Excellent traditional culture can't just stay at the simple level. It is necessary to popularize deeper spiritual civilization connotation to students, so that students can fully understand the value and significance of excellent culture of the Chinese nation. Only by enabling students to attach importance to excellent culture of the Chinese nation from their hearts, and have a high respect for Chinese culture from their hearts, can the implementation of the policy of cultural power be carried out, and can more perfectly inherit excellent culture of the Chinese nation that has been passed down for five thousand years .

4. CONCLUSION

Excellent culture is an important foundation for the endurance, development and innovation of a nation, and the source of vitality and spiritual motivation for a country and a nation. Successful spiritual and cultural construction is not only conducive to strengthening a nation's self-confidence in its own culture, but also enabling a country's international status to a higher level. The inheritance of excellent traditional culture of the Chinese nation is an important strategic plan for national cultural construction. And the key deployment of this great process is to integrate excellent traditional culture of the Chinese nation into the theoretical system of ideological and political courses in colleges and universities. The great rejuvenation of the Chinese nation requires strong spiritual and cultural power as support.

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Research on the Combination of Cucurbit Flute and Audio Technology

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Abstract: Cucurbit flute is one of the most popular and commonly used musical instruments of ethnic minorities such as Dai, Achang and Wa in southwest of our country. Its sound is unique and simple, and its appearance is simple and exquisite. And it is easy to learn. It is not only a musical instrument, but also carries the customs of that piece of land, mixed with thousands of years of national history and culture. Audio technology can raise the artistic level of the stage to a higher level. The all-round application of audio technology is more conducive to advancing the plot of the entire performance and rendering the atmosphere of the stage. On the stage, the sound of cucurbit flute is relatively small. The larger the stage is, the harder it is to recognize the sound. Therefore, combining the sound of cucurbit flute with Audio technology can give the audience a better experience.
Keywords: Cucurbit flute; Audio technology; Stage effect

INTRODUCTION

Cucurbit flute has a history of about 2000 years. In the long history, the reason that cucurbit flute can continue to be preserved and is still learned by most people is that it is inseparable from its cultural heritage. However, cucurbit flute has some difficulties in its development. The monotonous performance mode makes it slowly depressed. But if it is combined with audio technology, it will have a qualitative leap, and they complement each other, forming a unique performance mode.

1. THE DEVELOPMENT OF CUCURBIT FLUTE AND AUDIO TECHNOLOGY

As a musical instrument, cucurbit flute provides people with the function of self-entertainment and conveys the love between men and women, acting as a medium of love. It also contains the profound thinking and life philosophy of the Chinese people, and it expresses people's expectations and pursuits for beautiful things. The gourd contains a kind of culture, which means that the good fortune is year after year and everything is best. The gourd looks small and has a big belly, which means a prosperous fortune [1]. It is also like a pregnant woman with a big belly, and it has many gourd seeds inside, so it implies the blessing of many children and many blessings.

Driven by our country's economic development, the cause of culture are also increasingly updated, stage culture is constantly changing, and audio technology

plays a unique and important role. Therefore, sound companies of our country have been further developed, which has led to the quality and technique of audio products be raised a higher standard. Sound enhances the appeal of the entire stage, and its role on the modern stage is becoming more and more important. As a form of performance, the purpose of the stage is to satisfy people's spirit. Therefore, in addition to the function of amplifying, it also has the function of simulating the scene on the stage, bringing the audience into this realm and making the viewer feel more comfortable and complete plot structure.

2. THE COMBINATION OF CUCURBIT FLUTE AND AUDIO TECHNOLOGY

Since cucurbit flute was put on the stage in the early 1970s, it had become an important cultural symbol of Yunnan. Since then, the annual concerts in Yunnan, cucurbit flute has become an indispensable beautiful scenery. From the beginning, people can always think of the young men and women of the Dai majority who date in the bright moonlight against the background of simple folk customs. Therefore, there are continuous performers on stage to show the beautiful sound of cucurbit flute to the fullest. Cucurbit flute has a large number of repertoires, most of which are derived from folk tunes. They retain the original folk style characteristics, and incorporate modern flavors, which raises the realm of the repertoire to a higher level. The number of repertoires is large, and the content is relatively rich. Most of them express the love between men and women, the happiness of festivals and the charm of customs and rituals. With more and more people like cucurbit flute, the stage is getting bigger and bigger. When it reaches a certain level, it will be difficult for the audience to hear the sound of cucurbit flute, let alone the feelings that the performer wants to convey. Therefore, audio technology is particularly important at this time. The current stage has long been separated from the single way of performing traditional performances, and the use of sound effects has also become extremely attentive, striving to highlight the atmosphere of the desired performance and push the plot to the climax. On the stage, the performance of the actors is the decisive factor [2]. But in terms of the expression effect on the stage, audio technology is needed to fuel the flames, allowing the audience to experience the stage feast in

the best audio-visual environment, and audio technology can also render the protagonist's different psychological conditions in different plots, making the plot more full and vivid.

In everyone's impression, the stage image of cucurbit flute will only be like this: on an empty stage, an actor slowly comes to the stage, and she is dressed in gorgeous Dai costumes. When playing, she swings her shoulders and body with the music, and sometimes adds some simple actions. Audiences who are used to this form of performance will think that the performance of cucurbit flute is only in this form. But any performance can be ever-changing. For example, the western opera art has gone through hundreds or even thousands of years, but it is still enduring. The same song has been sung for decades or centuries, because it can keep pace with the times, always walk in the forefront of the times, and lead the direction of the society. However, the development of cucurbit flute is somewhat difficult. There are only a few performance forms back and forth, and there are no novel highlights. Therefore, it is urgent to create a novel way of performance. And the combination of cucurbit flute and sound can create a new form of stage performance, and the combination of cucurbit flute's ethereal voice and sound effect can create endless artistic atmosphere of art. For example, audio technology can express many sounds on the stage, such as chewing, house burning in case of fire, thundering, raining, and the cry of insects, etc. [3]. These sounds all play an important role in setting off the atmosphere of the stage, but it is difficult for actors to imitate these sounds, and audio technology can perfectly solve this problem, making the performance of whole stage more vivid. In addition, in the process of performance, audio technology can also modify the voice of actors. In order to create a more vivid stage performance effect, audio technology can help those actors whose sound performance is not perfect to create a more perfect stage image, and meet the needs of the whole stage performance. The combination of audio technology and cucurbit flute can further sublimate the performance realm of cucurbit flute, so that the entire performance atmosphere can be maintained above an expected effect. When actors play solo, one side of the sound can expand its voice, the other side can add other elements, and perform the sound with music, so that it will not appear boring. For example, some songs often performed on the stage, such as Phoenix Tail Bamboo in the moonlight, Golden Peacock, deep in the bamboo forest, etc. Cucurbit flute plays the main melody of the main repertoire, and audio technology can create the surrounding environment and the atmosphere at the moment. For example, when a group of birds play happily in the sky when the sky is clear, cucurbit flute can play the dialogue

and feelings of the birds, and the sound effect is responsible for setting off the clear environment. As soon as the picture turns, the sky is covered with dark clouds, lightning and thundering. And cucurbit flute can play the panic and anxiety of the bird at this moment, as well as the urgent mood to escape this situation, and the audio technology can play the thunder, rain and tense atmosphere at the moment, which echo, set off and integrate with each other.

In ensemble, cucurbit flute is not an indispensable part. Its intonation can not be determined, its range is narrow, it is difficult to control in performance, and its quality is not ideal. The penetrating power of its sound is also weak. This is the main reason why cucurbit flute can not enter the family of folk music ensemble. But audio technology can make up for this shortcoming. After using audio technology, the pitch of cucurbit flute can be maintained on a certain sound line, its range can be widened, its performance quality can be increased, and its timbre penetration can be increased, so that cucurbit flute becomes an indispensable part in the ensemble. With the addition of audio technology, cucurbit flute can add a bit of sentimental feeling to the whole ensemble, which is beyond the expression of other musical instruments.

3. CONCLUSION

Cucurbit flute has a history of thousands of years, its sound is beautiful and its melody is rich in poetic and dance, and it is good at expressing gentle and delicate emotions, giving people a subtle and hazy beauty, and full of magical charm. The audio technology has just appeared in recent decades, it can better set off the stage environment [4], highlight the image of the characters. In addition, it can also promote the development of the plot, optimize the listening experience, and push the stage performance to a higher level. The combination of cucurbit flute and audio technology can make up for the shortcomings of cucurbit flute and for the regret of lack of mainline plot with audio.

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Research on the Application of Intelligent Technology in Electrical Engineering and Automation

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Abstract: Electrical Engineering and its automation is an important technology in the field of engineering, such as the PLC technology described above, automatic detection technology, fault detection technology and so on, have been obviously applied in the field of electrical engineering.

In this case, the combination of intelligent technology and power electronic technology can bring technical help to many fields in China. Therefore, this paper will be based on the combination of intelligent technology and electrical engineering; aiming at this topic, and then lists and analyzes the specific application and development mode of intelligent technology.

Keywords: Electrical Engineering and automation; power electronics; intelligent technology; PLC; intelligent detection; data acquisition

1. APPLICATION STATUS AND ADVANTAGES OF INTELLIGENT TECHNOLOGY IN ELECTRICAL AUTOMATION ENGINEERING

1.1 application status of intelligent technology in electrical automation engineering

In the wide application of electrical automation industry, in addition to the application of intelligent technology in computer technology, many enterprises have introduced intelligent technology into the work that was more complex and need manual operation in the past. Although the intelligent technology was applied and developed in the field of power electronic technology at the beginning, with the continuous improvement of China's technical level, the electrical engineering and automation industry of our country will constantly update and research some intelligent technical branches, which makes our electronic technology not only very important in the field of electrical engineering, but also received other fields such as computer, construction industry and so on.

Along with the comprehensive popularization of intelligent technology can also visualize data processing in the computer field, which also promotes the intelligent and diversified development of modern information technology.

1.2 application advantages of intelligent technology in electrical automation engineering

(1) Strong consistency.

The consistency of intelligent control is very strong,

especially for the processing of different data. Even if unfamiliar data is input in operation, it can still obtain effective valuation, and the automation control level of electrical engineering is effectively improved.

Improve the effectiveness of adjustment control.

The intelligent technology can adjust the robustness, response time and fall time, and then adjust the system control degree at any time. The system performance can be improved, and the automation control will be carried out more smoothly.

There is no need to establish a control model in intelligent technology

In the traditional electrical engineering automation control, it is necessary to establish a control model.

The most important thing is that the intelligent control technology allows power engineering to reduce the process of building models. Because the intelligent power system control can play the planning role of the original model, it can also make the power system have higher stability and reliability through intelligent control, so that the electrical engineering not only reduces the engineering quantity, but also improves the engineering quality Progress and intelligence. Moreover, under the intelligent system management system, many intelligent application technologies, such as PLC technology in electronic engineering, have more reasonable power configuration information by the system construction and automatic management of the power branch.

2. THE APPLICATION OF INTELLIGENT TECHNOLOGY

2.1 Intelligent engineering data acquisition

After the continuous development of intelligent data collection, it is gradually applied in various other fields, such as transportation and construction. The devices used in this layer are mainly handheld terminal devices, QR code and RFID tags, and the development platform adopted is the big data development platform[1]. After processing the data collected by the data acquisition module, the information is timely and effectively pushed to the automatic construction port through the Mqtt server; the Mqtt server is responsible for the communication between the equipment terminal, the client and the server. The development technology adopted by the data server is Spring + Struts + Mybits, and the database is Oracle. After data collection, the power

electronic function can use the obtained data for more accurate and efficient work[2].

2.2 The fault diagnosis technology

In the field of electrical engineering technology, fault detection is an important intelligent technology, and in the field of diagnosis technology, the quality and working effect of electrical equipment play a decisive role in the stable operation of the whole electrical system. Electrical equipment in use has strong instability in most of the cases, once the quality of electrical equipment appears, it can cause the whole electrical system work abnormally.

The application of fault diagnosis technology in intelligent technology can detect and supervise the operation of the electrical system in the whole process, find out the potential safety problems in time, and solve the problems through intelligent analysis and adjustment, so that the electrical system can operate stably and safely.

System maintenance can not only comprehensively grasp the operation status but also fault types of the transformer by using intelligent technology, so as to provide the maintenance personnel with more accurate, real and reliable information. The fault diagnosis technology system can also provide comprehensive reference basis and reliable maintenance ideas, optimize the maintenance scheme[3].

2.3 PLC Technology

PLC technology refers to the use of microprocessor function for digital operation of intelligent operation. The introduction of PLC technology in the electrical system and its automatic chemical role can realize the replacement of electromechanical control device[4]. There are many application scenarios of PLC technology in electronic engineering. For example, in the cultivation of electronic information engineering, PLC technology can be used to configure the position and parameters of electronic components in the computer, which can not only avoids the actual hardware operation of electronic engineering staff. The security problems that may occur from time to time also make PLC technology provide enough intelligent software support for automatic control, thus playing a supporting effect of sufficient intelligent technology in power electronic engineering.

At present, compared with the previous technology, the function of the machine tool has been improved and can meet the requirements of the majority of users. With such a development trend, the major electrical industrial automation production enterprises will improve the competitive position of the hope on the PLC technology, and in the actual situation, it also shows that this technology can be well used in any type of electrical industrial automation process, with strong functionality. Therefore, PLC technology can realize the control of electrical industrial automation process[5].

2.4 Intelligent control

In addition to PLC technology, intelligent control can also have more technologies in the field of electrical engineering, such as the use of engineering software for intelligent control of engineering lines and power supply facilities. Because in the construction process of electronic engineering and electrical engineering, the control of power and equipment will greatly affect the budget and progress of the project, and the method such as MATLAB and BIM, intelligent means of engineering intelligent management and control and measurement, can play a greater role in the field of electrical engineering automation[6].

Also, for high pressure control and other similar work with very high difficulty and risk coefficient, intelligent control can show more efficient management. For example, compared with the traditional control, the intelligent controller should be more flexible and easy to adjust in practical application, and it will not involve the uncontrollable factors such as the control object model. Only a comprehensive analysis of the response data can realize the real-time adjustment of the system. At the same time, in the specific adjustment work, there is no need for manual assistance, which reduces the dependence on labor, and further optimizes the resource allocation of electrical engineering automation[7].

3.CONCLUSION

In a word, intelligent technology has been obviously developed in the field of electrical engineering and automation, and its various technical aspects, such as the PLC technology described above, automatic detection technology, fault detection technology and so on, have been obviously applied in the field of electrical engineering. In the recent environment of continuous development of automation technology, China's power electronic engineering and electrical engineering have shown a more intelligent development direction. For example, Xiong'an the new district in China has adopted intelligent traffic monitoring facilities, and with the help of electronic monitoring and intelligent road electrical engineering, the construction and operation of intelligent transportation has played an obvious effect. From this point of view, to continue to develop intelligent technology in this environment, not only can make our country's electrical engineering and automation engineering in economy, stability and reliability make better progress, but also can play a role in other electronic information business, such as it industry and information industry. It is hoped that China's Electronic Engineering technology and automation technology in the future can make the development of intelligent technology get more help, so that intelligent technology for more areas of our country to play a helping role.

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A Comparison of Art Education between Chinese and American Universities and New Ideas for the Development of Calligraphy Majors in Guizhou Minzu University

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Abstract: We have never heard that people only talk about education but ignore art. In today's world of openness and sharing, it should be normalized whether to go out or bring in. Therefore, language, as a basic communication tool, should be valued and learned. There are many differences in culture and background in art education between China and the United States, but there are also some similarities. We can make progress by knowing each other's advantages and shortcomings. The improvement of art education firstly depends on the level of teachers' cultural literacy. The cultivation of students' complete personality and teamwork should become an important core of art education. Only by allowing students to travel through the forest of art alone can they understand the true meaning of art in their appreciation that art is got only by experimentation and guidance.

Keywords: Chinese and American universities; Art education; Complete personality; Calligraphy education

INTRODUCTION

Talking about education without art is probably the biggest joke in the world. The strength and health of a person is primarily concerned with the heart, not on the body. Therefore, striving to build a person's complete personality and cultural and psychological structure can be called the highest essence of education. As a place where resources such as ideology, culture, history, ethnicity, religion, etc. are relatively concentrated, colleges and universities have unique advantages in developing art education. Because the cultural environment and cultural traditions, as an implicit art education method and resource, have restrictions and infiltrations on the school-running philosophy, training results, goals, methods, and evaluation systems of college art education, which in turn affect art education. This paper attempts to compare the culture, background, tradition, and purpose of art education in Chinese and American colleges and universities, and then takes into account the new ideas for the development of calligraphy majors of Guizhou Minzu University, so

as to improve the level of running a school and provide reference for other schools to promote the continuous development of art education, especially calligraphy education.

1. COMPARISON OF TRADITIONAL CULTURE AND PURPOSE

The economic development of American art education has provided sufficient material basis for people's pursuit of art. Since the 16th century, its art education discipline system and theory have been increasingly perfected, which can be said to guide the development of art education in universities around the world. For instance, Harvard University is a rising star in the school-running model of German universities and the tradition of British classical universities. And Seven Liberal Arts are the main course content, that is grammar, rhetoric, dialectics, music, arithmetic, geometry and astronomy. In China with a long history, no matter calligraphy, painting, poetry, opera, music, ceramics, and bronze manufacturing, they all have deep foundation. Compared with Seven Liberal Arts in the West, China studies Six Liberal Arts of Chinese Confucianism: ritual, music, shooting, imperialism, calligraphy, and mathematics. According to Historical Records: Confucius, "Confucius teaches with poetry, books, etiquette, and music. He has thousands of disciples, and there are two out of seventy people who are proficient in Six Liberal Arts." It shows that art education has a long history in our country. Regrettably, due to frequent wars in modern China, it has not been able to continue well, but after decades of unremitting efforts, the teaching staff, hardware facilities, and educational concepts have been significantly improved. With different cultural traditions, there are obviously differences in the purpose of art education between China and the United States.

However, the comparison of Seven Liberal Arts and Six Liberal Arts can deeply reflect the broadness of knowledge and the educational ideas of both liberal arts and science.

2. COMPARISON OF ARTISTIC MERIT AND PROFIT

The United States generally attaches importance to and implements the idea of "general education". Under the guidance of this concept, American art education weakens the difference between professional and non-professional education. It can effectively improve the real impact of art education on people's quality of life, and naturally make people more happy. It is not so far away to deeply feel the art nomenclature and oppose utilitarianism. The narrowing of differences between professional and amateur is bound to require the synchronization of aesthetic perspective and artistic skills, which will eventually lead to a high degree of unity of skills and aesthetics. In addition, the open and experiential way of art education can bring people a sense of artistic happiness. In a sense, this is the real harmony of art.

As far as China is concerned, the height of art education seems to be to improve the national aesthetic ability, artistic creativity, self-expression and self-creation. However, it is inevitable that there will be fierce art competition in the process of enrollment expansion and comprehensive spreading. In terms of calligraphy, the words that "a good calligraphy benefits a lifetime" is not a street talk, but it is at least discussed by people. At first glance, it looks good, but in fact, it is hard to avoid "utilitarian" color. Once art education has a strong pursuit of fame, people's rationality and feelings will be eroded. However, the wrong orientation will inevitably lead to the cognitive deviation of art education. In this case, it is obvious that there is a sense of humor in talking about the influence of art on people.

3. COMPARISON OF ORGANIZATIONAL MANAGEMENT AND ARTISTIC ATMOSPHERE

In the United States, art education schools are independent, and colleges and universities can depend on their own reality. While in China, the promotion of art education depends on the unified requirements of the country. What they have in common is that the two countries attach great importance to art education. In Chinese universities, a vice president or deputy secretary is in charge of supervising, planning and guiding the whole school's art education; while most famous American universities have art committees and art offices, and there are many presidents who attach importance to art education. It is common in the United States to set up a variety of high-level art societies and arrange regular art activities on campus. In order to meet the needs of different art appreciators, all kinds of art activities not only have distinct themes but also have their own characteristics. Therefore, there are many scholars and celebrities in the performances and lectures of art groups. And there are many art exhibitions and lectures, concerts, theatrical performances, film appreciation. Comparatively speaking, due to China's special historical conditions, it is relatively late to pay attention to art education, which leads to a slight weakness in the organization

strength and mode of art and cultural activities in colleges and universities. Although there are a large number of cultural and artistic groups in colleges and universities, their activity mode is relatively single judging from the cultural and artistic activities, and often stays at the amateur level for a long time. It will lead to a lower enthusiasm of students, and the overall artistic literacy of students will inevitably be low, and it will eventually lead to the lack of artistic atmosphere in our universities.

4. NEW IDEAS FOR THE FUTURE DEVELOPMENT OF CALLIGRAPHY MAJORS IN GUIZHOU MINZU UNIVERSITY

From the comparison of the above-mentioned similarities and differences of art education between China and the United States, although it is still general, it is enough to let us understand the huge differences between the two countries. However, disparity is not a problem, and disparity and uniqueness will nurture the possibility of their own rapid development.

The calligraphy major, which was founded in 2013, is naturally a new life form in the Arts College of Guizhou Minzu University. However, if it is extended to its predecessor, it has been established in the College of Humanities, Science and Technology for more than ten years. There are several graduate students, and many of them are rookies in the domestic industry. In this sense, the new bottle is nothing but the wine is still old and mellow. Based on this historical root, the university also applied for a master's degree in calligraphy in the same year. Regardless of calligraphy major or calligraphy master's degree, it is the only one in Guizhou Province, and there is no branch. The mutual reference and comparison of art education between China and the United States certainly brings us the latest inspiration and ideas for the future.

4.1 In terms of teachers

4.1.1 To improve the comprehensive level of teachers and strengthen teamwork

The main participants in education are teachers and students, and teachers are the top priority. In academic circles, most of the famous scholars inherit the famous teachers. Therefore, the improvement of the quality of education is first of all the improvement of the teachers' personal level and their level of professional skills. Because the level of calligraphy art ultimately depends on the improvement of comprehensive cultural literacy such as poetry, aesthetics, psychology, exegesis, philology, etc.. It is the same as Lu Fangweng's "If you really want to learn to write poetry, you need to spend time outside writing poetry." in the Southern Song Dynasty. The quintessence of technique can naturally be achieved through hard training, while the elegance and profoundness of artistic conception is not achieved through culture. Moreover, in the sharing and openness of today's world, foreign language

skills must of course be self-improved, otherwise foreign exchanges will become extravagant talk.

4.1.2 To open up employment and solve students' employment

The achievements of American entrepreneurship education are obvious to all. The traditional Chinese mentality of seeking stability and light business mentality often makes people fail and restrict students' impulse to start a business. Compared with entrepreneurial risks, most people are often willing to choose the government, units, and large companies to obtain stable income. Today, when the form of employment is getting more and more tense, teachers should broaden their thinking on how to solve students' employment and solve their worries, and they should enter the classroom and put on the teaching schedule. Otherwise, professional education is definitely incomplete and does not conform to actual education.

4.1.3 To highlight professional characteristics and lead professional trend of society

Characteristics are the driving force for the lasting development of a major, and academic height and standard are the characteristics of a university's life. How the traditional calligraphy art blooms fresh and brilliant at present needs to rely on the addition of national elements and design thinking. Only in this way, calligraphy is an art that has lived for thousands of years, instead of a cold entity stored in the cabinet. Only by standing at a sufficient artistic height can we guide the professional trend of society.

4.2 In terms of students

4.2.1 To improve their independent learning ability

Independent learning is especially important for art majors. Art often needs a unique visual experience, to trigger independent thinking and construction, and teachers can only properly guide, but can not completely replace students to complete some specific process. Only when students travel through the forest independently can they appreciate the green, gloomy, lush or withering. Therefore, art can not be taught, but only be guided.

4.2.2 To cultivate their complete personality, strengthen their sense of social responsibility and cooperation spirit

In modern society, only children are the majority, which will inevitably lead to students' sense of superiority and self-centeredness. They tend to emphasize personality, but are also satisfied with their own personality, refuse to be guided. However, on closer inspection, their personality does not come from the traditional culture, but is different from the inside out in ancient times. It is just a kind of blind self-demonstration. So it is imperative to cultivate students' complete personality and correct their understanding, life and social attitude. For a country and a nation, it is necessary to strengthen students' sense of social responsibility and make them understand that art is to serve the society and should become an important part of professional education. It is the affirmation of ability that an individual obtains from the society. But what's more important is that they can feed back to the society after they are acquired. This is the true talent. In order to achieve this, it is necessary to learn to cooperate with each other.

To sum up, art education in colleges and universities is not a simple subject and individual, but a complex community of multi-disciplinary, multi-element and multi-level. Its health and development need enough optimized human environment. Moreover, active and persistent exploration and foreign exchanges and learning are needed to seek leapfrog, sustained, healthy and steady development on the basis of mutual learning.

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An Analysis of English Clothing Advertising Slogans From the Perspective of Politeness Principle

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Abstract: Politeness reflected a person's basic quality, and shows a person's basic connotation. Politeness also plays a very important role in advertising slogans. Based on Leech's politeness principle, this paper attempts to analyze the information in clothing slogans and explore the language art presented in clothing slogans. This paper has a certain practical significance for the design of clothing slogan.

Keywords: Politeness principle; Clothing; Advertising slogans

1. INTRODUCTION

The politeness principle proposed by Leech. In Leech's opinion, in order to achieve successful language communication, both parties must abide by the politeness principle[7]. Advertisement producers apply the principle of politeness in large quantities to meet the psychological needs of the masses[5].

This paper analyzes clothing advertising slogans from the perspective of politeness principle to explore the application of the six principles of Leech's politeness principle in clothing advertising slogans.

2. LITERATURE REVIEW

2.1 An Introduction to the Clothing Advertising Slogans

Clothing advertising slogan is an advertisement designed by clothing manufactures. It is a kind of creative activity and also the crystallization of culture. A good clothing slogan has the following four characteristics:

Firstly, clothing slogans should be concise. Because complex slogans are bad for people's memory. Only short, vivid and clear words can make people repeat and remember them better.

Secondly, clothing advertising language should be highly generalized. Clothing advertising should firmly grasp the special needs of consumers.

Thirdly, clothing advertising slogans should be able to understand. Advertisement makers should use words and expressions familiar to consumers to design the slogan.

Fourthly, the language of clothing advertising should be fluent. Advertisement producers should firmly seize the attention of consumers, and stimulate their interest.

Different scholars have studied the advertising language from different perspectives. Hongmei

Jiang(2008) believes that advertising language sometimes follows the four maxims of cooperation principle to achieve communication, but sometimes deliberately violates them to achieve special effects[3]. Yunhui Wei comes up with this opinions that advertising designers should design different advertising slogans according to the different consumers[6].

2.2 Previous Studies of Politeness Principle

Rabin Lakoff (1973) is an early foreign scholar who studies politeness principle. Rabin Lakoff tried to combine politeness with the principle of cooperation. [8]

Brown and Levinson(1978) believed that politeness achieves the goal of saving face for both parties in communication by adopting certain language strategies. To some extent, politeness is a matter of 'face', and an effort to maintain the face of both the listener and the speaker to the maximum extent possible.[8]

British scholar Leech(1983) followed Grice's division of cooperation principles and turned politeness principle into six maxims, which is tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim[8].

3. THE APPLICATION OF POLITENESS PRINCIPLE IN CLOTHING SLOGAN

Advertisers want to promote their products to consumers, and the verbal behavior of instructions will make consumers feel disgusted. Therefore, advertisers will try their best to hide their true intention and use euphemisms or polite words to make consumers willing buy goods.[7]

3.1 Follow the tact maxim, and highlight the customers' interest

The advertising language of clothing should follow the tact maxim, and attract customers to buy clothes by emphasizing that consumer will get many benefits by purchasing clothes of the brand[5], and will feel regret if they don't buy them. The following clothing advertising slogans reflect the tact maxim.

Example 1: Beautiful from here.

Advertisers tell consumers that if consumers buy clothes here, they will make them more beautiful. This clothing advertisement caught the consumer's inner need and attracted consumers' attention. This

slogan successfully uses the tact maxim and gains the favor of consumers and achieve the purpose of selling cloths.

Example 2: Our clothing will give you sufficient self-confidence.

Clothing advertisers tell consumers that their clothes can make consumers feel more confident. Consumers will shine in front of others when they wear them. This advertisement language makes full use of the tact maxim, and embodies the decent and sincere attitude of the advertiser.

Example 3: Let yourself become the landscape in the eyes of others.

This clothing advertisement uses the word 'landscape', which can make consumers associate with countless beautiful things. This advertisement catches the inner needs of consumers, not only draws the inner distance from consumers, but also stimulates consumer's interest. The clothing advertisement uses the tact maxim to attract customers' purchase.

Example 4: No pomegranate skirt, the same let you bow down.

Pomegranate skirt is a kind of skirt style. Its color is as bright and beautiful as pomegranate. The dress advertisement uses the tact maxim. It publicizes that the clothing of this brand can bring exquisite and elegant temperament to consumers through the analogy of pomegranate skirt.

3.2 Follow the generosity maxim and stress your own damage

The core of the principle of generosity is to show that you let others gain and you lose[5]. Clothing advertisers want to sell the products and make a profit. However, advertisers will not express their ideas directly, but use the principle of generosity to publicize themselves through advertising slogans, with little profit and much to pay[5]. Such advertisements often make consumers more willing to accept them. The following clothing advertising slogans reflect the generosity maxim.

Example 5: For the public, cheap.

Consumers can clearly know that the clothes in this clothing store are cheap. When consumers buy clothes, they will continue to choose and compare the price, and finally buy the appropriate clothes. Therefore, slogan often follow the generosity maxim.

Example 6: The world's best discount action.

Clothing advertising firmly captures the attention of consumers through the word discount. This advertisement applies the generosity maxim, and the message that the merchants can get less profits and let consumers buy the best things with the lowest price is expressed.

Example 7: Many surprises waiting for you.

The clothing advertisement uses the generosity maxim. Consumers will feel that businesses are very concerned about them and will trust the brand more. The business has successfully attracted the attention of

consumers.

3.3 Follow the approbation maxim and praise your customers

The approbation maxim is actually to give other people more praise. Everyone wishes to be praised by others. Many clothing advertisements praise consumers in order to let consumers have a good impression on their brands.[5]

Example 8: Carry forward the men' boutique, and show man style!

The advertisement first praises the manliness of the male consumers, which will make them feel happy after reading it. In order to better display this style of manhood, clothing manufacturers will carry forward the menswear boutique. Consumers not only accept the praise, but also accept the brand in their hearts.

Example 9: Once you have, you are the Queen.

This advertisement seems simple, but it embodies the wisdom of the designers of clothing advertising. This advertisement uses the word "Queen" to make female consumers feel that they are queens originally, but they will become more graceful if they own the clothes of this brand.

3.4 Follow the modesty maxim and show sincerity and reliability

The core content of the modesty maxim is to minimize the praise to oneself and to exaggerate the derogation to oneself. Some clothing advertisements do not use exaggeration to introduce their products, but use modest language to impress consumers[7].

Example 10: Calmly, chic to go.

Modesty maxim is applied in the advertising language. Although this advertisement is plain and simple, the short sentence conveys the sincerity of the merchant. The advertisement successfully attracted the interest of consumers.

Example 11: Simple and casual clothing.

This clothing advertisement follows the modesty maxim and introduces the simple and comfortable characteristics of the brand clothes. Clothing advertisers use sincere and simple language, without self boasting. Therefore, the advertisement quickly gained the trust of consumers.

Example 12: Simple and plain, Sportswear.

This clothing advertisement skillfully uses the modesty maxim. Consumers buy sportswear for comfort, and this advertisement perfectly meets their inner needs. The language of the slogan is simple, sincere and highlights the theme. Advertisers do not use exaggerated rhetoric to exaggerate the advantages of their brands, but choose to use modest language and win the favor of consumers.

3.5 Follow the agreement maxim and stand by your customers

Many people want their opinions to be supported by others. If the clothing advertiser can maintain the same point of view with the customers, the content of the advertisement will be easily accepted by the readers.[5]

Example 13: Come to us, you will really know the women's heart.

The clothing advertisement caught the attention of consumers through the word "woman's heart". To understand a woman's heart is a very complicated thing, but if you come to this clothing store, consumers can really understand a woman's heart. This clothing advertisement uses the psychology of seeking consensus to influence consumers, so as to stimulate consumers to buy their own brand of clothes.

Example 14: Beach Columbia winter clothes, sports from here! Beach Columbia brand sportswear.

Winter sports is a very painful thing, because the weather is cold, and people's clothes are very thick, so running is very inconvenient. This clothing advertisement solves this problem for consumers.

3.6 Follow the sympathy maxim and touch customers with emotion

The core content of sympathy maxim is to highlight sympathy for others. A successful clothing advertising slogan should start from understanding, sympathizing the customers' difficulties.[5]

Example 15: If you have a double feather, there will be no winter! Double feather down jacket.

The advertisement also pointed out that their own brand of double feather down jacket will help consumers resist the cold. This advertisement follows the sympathy maxim, which not only expresses the full understanding of consumers' worries caused by the cold, but also provides double feather down jacket to bring them warmth. This clothing advertisement not only gains the favor of consumers, but also brings a relaxed and happy mood to the consumers.

Example 16: Make yourself become an attractive woman!

Every woman wants to be beautiful and generous. This clothing advertisement understands women's psychology and tells consumers that this brand of clothes will help them realize this desire. This clothing advertisement vividly depicts the delicate psychology of consumers, follows the sympathy maxim, and makes consumers feel warm.

4. REASONS FOR THE USE OF POLITENESS PRINCIPLE IN CLOTHING SLOGANS

If businesses sell their products directly, consumers will feel that merchants want to get their money, and have an unfriendly attitude toward what merchants say. In order to win the consumers' trust in the clothing brand and expand the clothing market sales, the advertising designers use the above politeness

principle to leave a good impression on the consumers[7].

The reasons why politeness principle is widely used in clothing advertisements mainly include the following aspects. Firstly, good clothing advertising slogan can make merchant achieve economic benefits. If the clothing slogan violates the politeness principle, urging consumers to take immediate action to buy, it will cause consumers to have rebellious psychology. Secondly, A good clothing advertising slogan should give consumers a sense of beauty and stimulate consumers' interest. Thirdly, Clothing advertising designers skillfully use the principle of politeness to gain the trust of consumers.[7]

5. CONCLUSION

The politeness principle makes communication more smooth and fluent. This paper uses the politeness principle to analyze the example of clothing advertising slogan, and finds that the politeness principle has guiding significance to the creation of slogan. Therefore, clothing advertising language needs to use the principle of politeness to express the concern for consumers, and only such advertising can successfully promote their own clothes and brands[7].

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On Schopenhauer's Aesthetic Thought

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Abstract: Arthur Schopenhauer, German philosopher. He inherited Kant's distinction between phenomenon and object, but different from his contemporaries such as Schelling, Hegel and Kant's cognition and view of philosophy. Schopenhauer insisted on his own view of will, that will is independent of time and space, and knowledge is the subsidiary of will. Schopenhauer connected his famous extreme pessimism with this theory, believing that the domination of the will can only lead to nothingness and pain in the end. At the same time, Schopenhauer established aesthetics on his philosophical system and used aesthetics as a channel to connect epistemology and ethics. Based on this, taking Schopenhauer's philosophy as the background, this paper briefly analyzes Schopenhauer's erudite aesthetic thought.

Keywords: Schopenhauer; aesthetics; philosophy; will

1. THE SYSTEM OF SCHOPENHAUER'S AESTHETIC THOUGHT

Schopenhauer's aesthetic thought is deeply influenced by voluntarism philosophy. The formation and evolution of his aesthetic thoughts also follow his philosophical system. In Schopenhauer's aesthetic thought, the concept of will is more prominent, advocating the pursuit of pure cognitive subject, to get beyond the realm of life of all things and nature. In this process of exploration, Schopenhauer concluded that the essence of beauty is will, and the idea of rational beauty is based on a certain basis, thus creating the trend of irrational aesthetics and philosophical will theory. At the same time, Schopenhauer also drew on Kant's theory of things in themselves, and actively absorbed and reformed it, trying to achieve something in itself that can be replaced by other ways, resulting in a deeper understanding of things in themselves, that is, will, the origin of the world is will. For Schopenhauer, life has no ultimate purpose. Because of his own will, it should not exist. But "being" doesn't exist either. In the end, these things will fall into the situation of self-value and meaninglessness. In the exploration of the hierarchical development of subjective rationality, the theory of aesthetic intuition comes out. In his understanding of the idea that beauty is, Schopenhauer expanded the development of his idea, enriched and summarized that the essence of beauty is will.

Schopenhauer regards ideas as the most direct and perfect objectification of the will. When the cognitive subject enters into the meditation of ideas, the opposition between the subject and the object is

relatively balanced, and the subject and the object maintain a complete fit. In Schopenhauer's view, only when the cognitive subject in this cognitive situation enters into aesthetic cognition can it be said to be aesthetic perception. At the same time, aesthetic feeling can be obtained from the cognition and aesthetics of the object. At this time, the concept of pure cognitive subject (aesthetic cognitive subject) and object entered a kind of transparent exploration and thinking in the traction of aesthetics, which opened the thorough thinking of absolutely correct understanding of things and the pursuit of transcendence and earthly interests. As a thing in itself, will is not subordinate to time, space and causality, so it is not recognized individually. Plato's idea can be found in the objectification of will and the objectified object, so all art is a direct grasp of the concept, is a specific display of the concept. This kind of grasp and display also has an absolute universality and essence beyond time or space, so it can liberate human beings from the endless desire. So beauty is of great value. As a genius, an artist can grasp the common aspect of different aspects and separate the phenomenon from the will through ideas. The value of this ability is self-evident. Obviously, Schopenhauer intends to realize the connection of epistemology, aesthetics and ethics with the idea as the foothold.

Will is the origin of the world, in addition, Schopenhauer's genius theory is also an important part of the development of thought. Genius can be interpreted as the ability to provide rules for art. Since the idea is also the objective representation of the will, the subject also has a kind of "understanding" of it; but because this kind of understanding goes beyond the law of sufficient reason, it does not ask "why" any more, but only tells it to the meditation, it is a kind of special understanding, that is, aesthetics. Here, "people are lost in the object, that is to say, people forget their individual and their will; they only exist as the pure subject and the mirror of the object; it seems that only the existence of the object and no one is aware of the object, so people can no longer separate the intuitive from the intuitive itself, but the two have become one. At the same time, the whole consciousness is completely filled and occupied by a single visual scene. " Art and aesthetics are the forgetting of will and the acquisition of the same idea of subject and object, which requires genius. Genius is like a madman, he can ignore the shackles of common sense, thus get rid of the will to survive, and let the

highest idea perfectly presented. It is precisely because aesthetics gets rid of the will that it also gets rid of the pain brought by the will, so it makes people feel happy. Aesthetic pleasure is pleasure without will. In order to explain his own aesthetic point of view, Schopenhauer used a lot of space to explore the principles of various arts, showing his comprehensive and rich cultivation of architecture, fine arts, sculpture, drama, poetry, novels and so on, but what he valued and respected most was music. He even thought that "people can call this world both physical music and physical will."

2. THE OUTSTANDING CHARACTERISTICS OF SCHOPENHAUER'S AESTHETIC SYSTEM

The aesthetic form of the three beauties is unique in beauty and magnificence. Magnificent independence and detachment are indispensable in the development of art. The Han Dynasty stone carvings of "patrolling stone statues" carved out the magnificent Han Dynasty charm of "horse stepping on huns" with wonderful brushwork and flowers, which is also the aesthetic embodiment of the hegemony of the Han Dynasty empire; the eternal painting " Dwelling in the Fuchun Mountains" painted by Huang Gongwang in the Yuan Dynasty is also the aesthetic embodiment of beautiful, delicate and quiet. Wang Guowei, the great master of Chinese traditional culture, in his thought of "self-state and selfless-state", beauty and magnificence are both basic aesthetic categories and one of the important manifestations of beauty. They represent two different artistic styles. Wang Guowei is not only influenced by Schopenhauer and Kant, but also by Chinese classical aesthetics. The "selfless state" diffracted from "beauty" has the characteristics of Chinese classical aesthetics "The beauty of softness" is also the beauty of the realm of " While picking asters 'neath the Eastern fence, my gaze upon the Southern mountain rests". It is the experience of the intersection of beauty and magnificence. Schopenhauer seeks the meaning of life and the world from man himself, as well as explores the essence of beauty. Schopenhauer thinks that idea is the only direct objectiveness of will, "the will of life has its most perfect objectiveness in this idea". Only when the subject is in the state of aesthetic "observation and examination" in which the subject and the object mingle, the pure object, the idea, as the object of observation and examination, is beautiful. "When we say that an object is" beautiful ", it means that it is an object of aesthetic appreciation, which includes two aspects: on the one hand, seeing the object makes people objective, and what people realize is not the individual himself, but a pure and will-less cognitive subject; on the other hand, what people see in the object is not an individual thing, but an idea." All ideas are the objectification of will. To be more precise, beauty is the "proper objectification" of will. It can also be said that beauty is the perfect objectification of will. In reality, the different degrees

of beauty of all kinds of things are caused by the different levels of ideas, or the perfection or imperfection of the objectification of will. The higher the level of idea, that is, the more perfect the objectification of will, the easier it is for people to make a purely objective observation of individual things, and the more beautiful this kind of thing is. Schopenhauer believes that from inorganic nature, plant kingdom, animal kingdom to human being, their ideas are more and more advanced in level, and the objectification of will is more and more perfect. Therefore, human being is more beautiful than all other things, and the highest purpose of art is to embody human nature. Schopenhauer organically linked beauty and will, beauty and aesthetics, forming a unique aesthetic concept. Nietzsche, who shares the same point of view, explains: "nothing is beautiful, only man is beautiful: all aesthetics is established on this simple truth, which is the first truth of aesthetics." Man is the only reason for beauty, and man is a firm will full of desire; beauty is not an indifferent contemplation without desire. He regarded the firmness of will as the accumulation of human instinct, and then came to the conclusion that the premise of beauty and ugliness is extremely rich in instinct. Ugliness is regarded as a hint and token of decline, while beauty is the hint and token of life instinct and strong will. For those who are beneficial to the improvement of vitality, people make the judgment of "beauty", otherwise they make the judgment of "ugliness".

In Schopenhauer's view, the aesthetic thought outside the aesthetic form and the tragic view are extremely negative and tragic. The extension of life is full of pessimism and all kinds of misfortune. The essence of human and the world is tragic[1]. Schopenhauer believes that tragedy "plays the unspeakable pain and sadness of human beings, the victory of evil, the rule of chance, the irreparable loss of honest and innocent people". Tragedy implies the original nature of life and shows the contradiction between will and itself. If people want to get rid of the pain of life fundamentally, they must abandon all desires and exterminate the will to survive. The function of tragedy is to reveal this to people. "Therefore, in the tragedy, we can see that the most noble" characters "either give up their previously ardent goal and all the pleasures of life after a long struggle and pain, or willingly give up everything." Man is born guilty, the real meaning of tragedy is to realize that what the protagonist of tragedy redeems is not his own sin, but his original sin. Tragedy shows the pain and destruction of individual life to people. Its function is to make people see through the futility of individual life and its desire as a phenomenon, and then see through the nihility and self-contradiction of the will of life in the universe behind the phenomenon, so as to be pure hearted and give up the whole pursuit of life. The tragedy of life and all kinds of pain come

from their own contradictions and struggles. Many of the pain of life are the embodiment of the will. Because people have the will, they will have the desire and desire. If the desire is not satisfied, or in the process of pursuing the desire, they will suffer from all kinds of negative emotions and opportunities, which will cause pain. Schopenhauer believes that art is the best way to get rid of the concept of tragedy.

3.THE MAIN BODY OF SCHOPENHAUER'S AESTHETIC THOUGHT

In Schopenhauer's aesthetic ideology, the exploration of aesthetics, the grasp of human nature, the interpretation of genius and the analysis of pessimism are relatively systematic. Many aspects promote the evolution of modern western aesthetics to a certain extent. Schopenhauer thinks that the world is the will and appearance. He inherits the thought of Kant's Critique of Pure Reason, and thinks that the experience world is the phenomenal world, which is restricted by human reason. However, he thinks that in my inner consciousness, I face my real basic self; I realize the activity, and I know the thing in itself. The thing in itself is the will, which is an initial activity without time and space and without result. It is manifested in my mind as impulse, instinct, striving, desire and demand. I also know that I am a phenomenon, a part of nature; I imagine myself as a

vast organism. I know myself from two aspects: the will and the body. The will is my true self, and the body is the expression of the will. At the same time, Schopenhauer has a wonderful exposition on the ethics of will and compassion in nature and human beings. For example, he said that human beings are vicious animals, and pointed out that sympathy or compassion is the basis or standard of morality. Many things existing in nature and society have aesthetic experience of beauty. They have an intuitive understanding of subject and object, and explain the profound connotation of will, aesthetics and ideas.

The unity of opposites between appearance and will promotes the development of phenomenology to a certain extent. Schopenhauer believes that intuition is rational. Breaking through the fixed thinking and considering the things as comprehensively as possible will be of great benefit to the development of many aspects. Some of Schopenhauer's viewpoints may not be proved by facts, but they can promote the development of phenomenology more or less.

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The Impact of the Black Death on British Society

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Abstract: The Black Death is one of the most harmful plagues in the human history. It is a disastrous ecological disaster in medieval history. The Black Death is a natural plague, but it has an impact on world history that cannot be underestimated. As one of the countries deeply affected by the Black Death, Britain had undergone a series of changes. This is a typical example of the historical trend affected by natural disasters in the era of civilization. The tragic consequences of this ecological disaster for Britain are yet another reflection of the darkness of the Middle Age, which triggered crises in religious belief, politics, economy, social structure and medical care, and a series of profound social changes. Although these changes have many negative aspects, there are also some positive effects.

Keywords: Black Death; British History; Social Influence; Plague; Middle Age

1. THE BLACK DEATH AND ITS SPREAD AND EXPANSION

The Black Death was a form of plague that killed millions of people in Europe in the late Middle Age. It originated in southern Russia or Central Asia and spread to Genoa and Western Europe via Crimea and a Genoese ship. It ravaged Europe in the 1440s and was one of the worst plagues in European history.

The Black Death killed a large number of Europeans before it had reached Britain. This plague was introduced to England through infected jumpers that were everywhere—in the clothes of the people and the fur of mice. The city and the country were all attacked by it and no matter you were rich or poor, you were doomed to suffer. Nine times out of ten—the victims, men and women, young and old—died, and the dead were simply so young that there were not enough cemeteries and fields for burying the corpses. In an infected town, more than half of the people died within a year. People were in a state of panic and they had to leave behind wealth. All of the sick running for their lives, entire villages and even entire towns were on the verge of death and the bigger the city was, the more threatened it was. London had a population of nearly 100,000 in 1348, and around 300 people died each day in the first wave of the plague. Then came the Black Death in Scotland, Ireland and Wales. In 1361-1362, in 1369 and 1375, there were further outbreaks of the bubonic plague in England. The plague brought tons of corpses in

England. It is said that the plague reached Oxford University in England in 1348 and killed two-thirds of the students. England's population dropped by a third to a half, from 5 million in 1300 to 2.5 million in the mid-15th century. And it affected world history until the late 17th century.

2. THE DISINTEGRATION OF SERFDOM

The Black Death had a profound impact on European and greatly changed the course of British history. The most immediate result of the death of the population is the loss of a large number of workers, resulting in a large number of wasteland. The economic downturn was obvious and the markets for cashmere and grain were hit hard. But there was a small advantage for the survivors: they could inherit more land and other wealth, and their personal wealth was many times greater and those who survived found jobs more easily. The labor force became extremely precious; the wage level obtained the substantial enhancement; thus the worker's living standard also had the obvious improvement. England enacted the Labor Act in 1351 to try to limit the wage level to that before the plague, but these strategies could not turn the tide of the economy forward. Most employers who lacked manpower still paid the wages required by the market, so that this period is known as the golden age of labor.

Some rich and ambitious farmers rented more land and started farming with capitalist tendencies and then the Yeomen farmers came into being. Their success slowly changed the composition of rural society, deepened the gap between the rich and the poor, and laid the foundation for the subsequent formation of a class of rich peasants. The traditional aristocracy faced many economic difficulties; the first is rising wages and falling investment in agriculture, so they had to change the traditional way of doing business. Since it took less manpower to keep the sheep in the fields, the wages paid were reduced accordingly. As a result, the west and north of England began a large-scale enclosure movement in the late 15th century.

At that time, serfdom in England came to its end, and this change was partly the result of peasant resistance. As the great plague decimated the population, labor and goods were scarce. The nobles and clergy continued to exert pressure on the surviving laborers. They saw that the land was barren, so they made tyrannical decrees forcing laborers to work without

increasing wages and at the same time strengthening their personal control. A new insurrection fought against the whole system of social inequality, hitherto regarded as the sacred order of the world. For there were high wages and good land everywhere, and the old manors continued to exploit the serfs. It aroused strong dissatisfaction among the farmers and resistance inevitably erupted. Among them, the most representative one was the Wat Taylor uprising in 1381. It has a primitive communist tinge to it. In the end, the leader of the revolt was lured and killed by King Richard II of England. The revolt failed, but it was a heavy blow to serfdom.

3. THE ADJUSTMENT OF SOCIAL STRUCTURE

The damage done to British traditional aristocracy by the great plague was obvious. Seventy-five percent of noble families had no male heir within two generations, meaning that the original noble family was doomed and when they were wiped out, a new family would take their place. The old aristocracy, in the new economy, struggled to make ends meet and were faced with the choice of continuing to run the estate or finding a complementary source of income—usually in the military and church services, or marrying wealthy merchants. Over the next century and a half they were under increasing threat from other sources. The decline of manors and serfdom had weakened the aristocracy in the countryside. On the contrary, some freemen gradually crowded into the ranks of the nobility through their labor and wealth, thus undermining the foundation of the aristocracy in terms of social status and political power. After the Black Death, the aristocracy's control over the people declined and its ability to intervene in the state was weakened. All these have changed the traditional social structure of Britain and injected new vitality into the traditional upper class of society.

After the Black Death, the new citizen class began to step onto the stage of history as an independent political force. Take, the city of Canterbury in Britain, as an example. Before the Black Death, the monastery controlled all aspects of the city's political and economic life, and the elite of the city revolt many times, but, because of the support of the king, it was easy to put them out; after the Black Death, business of Canterbury got his restoration, and with mass production of wool clothing, citizens obtained the huge benefits, some of whom became the richest men in England. The monasteries stuck to the rules and ran the land in the same way, which endowed them increasing poverty while the citizens used their economic power to challenge the monasteries politically, paying the king for privileges and exemptions with cash, and by the late fifteenth century the city was completely out of monastic control.

4. THE BLACK DEATH AND THE REFORMATION

With such a large number of deaths, the disease has a profound impact on people's religious practices and social psychology. Although church officials tried to control the situation through confession and prayer in the horrible plague, its rapid spread and incurable rampancy rendered the church powerless. In times of past disaster, people had always turned to religion for help. Christianity was so fanatical before the plague that Crusades of fanatical believers launched several wars, and Christianity was at its height. However, the arrival of the great plague dealt a heavy blow to Christianity, which caused not only the loss of a large number of clergy, but also a severe blow to Christianity spiritually. People questioned the Christian faith, and the sanctity of the church was broken. In 1349, on account of a large lack of clergy, ordinary people were allowed to enter the church as priests, among whom are full of incompetent and corrupt priests. So anti-clericalism, which had been gaining ground since the 13th century, flourished after the Black Death. In the 14th and 15th centuries, the integrity and power of the church was seriously questioned and people began to realize they were not in the hands of Christianity and God, but were masters of their own destinies.

The question of faith generated by the Black Death had an important influence on the subsequent Reformation. In the wake of the Black Death, the church was even more corrupt than it had been when so many of its followers were in desperate need of spiritual consolation. The religious reform not only served the interests and aspirations of the bourgeoisie and contributed readily available weapons to the bourgeoisie, but was also easily accepted by the broad masses of the people. It was the most readily available, ideal and powerful weapon the bourgeoisie used to defeat feudalism in the early days. It broke the theological monopoly of the Middle Age and liberated the mind of the Europeans, which is the catalyst of many latter historical movements.

5. CONCLUSION

The transformation of the Black Death in Europe as a whole provides a historical opportunity; after the baptism of the black death, the UK ushered in the new, gradually got rid of the plight of the middle ages, and became more vitality and creativity with brand-new posture to meet their own transformation. Throughout history, humans have been dealing with all kinds of disease and pestilence; we have reason to believe that man will never surrender in front of new infections, and finally we have ability to overcome the disease; we should be awake to realize human is just a part of nature, and should learn to live in harmony with nature, believing that respect for life and nature is the eternal truth of the development of human society.

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Analysis of the Status of the Research on the Sense of Identity of the Students Majoring in Sports rehabilitation in Normal Universities

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Abstract: Objective: To study the status quo of sports rehabilitation students' identity in normal universities by questionnaire and interview. Methods: the research method of questionnaire survey was used to investigate the students' professional identity in gender, grade, achievement, origin and major choice. Results: the three dimensions of professional cognition, professional emotion and professional pay of sports rehabilitation major in normal universities are at the middle level. There are significant differences in professional identity, professional emotion and professional pay among students of sports rehabilitation major in different gender, different grades, different family status, different professional understanding and different academic achievements.

Keywords: Professional identity; professional cognition; professional emotion and professional dedication

1.INTRODUCTION

With the development of society, the health industry has gradually become the current hot spot, the major colleges and universities have set up health-related majors, but there are some differences between normal colleges and sports colleges in terms of hardware technology, teachers, students source, which also leads to the difference of professional identity of sports rehabilitation students in normal colleges. Professional identity is a state of continuous development that reflects learners' cognitive acceptance of the major, their recognition and emotional attitude towards the major, and their professional dedication and engagement. Professional identity runs through the whole stage of professional learning and the initial stage of career employment, which is very important for students. How to promote the development of sports rehabilitation major in normal universities has become a problem to be solved. By analyzing the professional identity of sports rehabilitation major in normal universities, we can effectively find the existing problems and put forward the corresponding development countermeasures.[1-2]

Methods

1.1 Research objects

In this study, Jiangxi Normal University, Shaanxi

Preschool Normal University and Yunnan Normal University were selected as the research objects, with a total of 90 students.

1.2 Research methods

In this study, through the design of the existing professional identity questionnaire, the current situation of professional identity of sports rehabilitation students was mainly investigated. A total of 300 questionnaires were issued, and 90 valid questionnaires were collected, with an effective recovery rate of 30%.

2.RESULT

The total number of students in the questionnaire is 90, and the schools are mainly distributed in Shaanxi Preschool Normal University, Yunnan Normal University, Jiangxi Normal University and other normal universities. The distribution of grade is uniform among freshmen, sophomores and juniors. There are two ways to recruit students: the general college entrance examination and the physical examination. The vast majority of students are not the first volunteer to apply for the examination, their understanding of the major is general, their current academic performance is general, and their family economic status is general. Most of the students are only children, and their registered permanent residence is evenly distributed in rural and urban areas. The details are shown in the table below. As shown in the figure above, the overall score of professional cognition of students majoring in sports rehabilitation in normal universities is 3.27, which is in the middle level. The scores of professional cognition, professional emotion and professional dedication are 3.42, 3.57 and 2.96 respectively.

Table 1 Population information of sports rehabilitation students in Normal Universities

Category	Project	Number	Percentage
Gender	Male /Female	52/38	57.7%/42.2%
School distribution	Shaanxi Preschool Normal University	40	44.4%
	YunNan normal	18	20%

Grade	university			
	JiangXi Normal University	12	13.3%	
Grade	Others	20	22.2%	
	Freshman	18/42/	20%/	
	sophomore	30	46.6%	
Volunteer major	Junior		/33.3%	
	Autonomy	23/18/	25.5%/	
Is it the first choice	others' choice	49	20%/	
	adjustment		54.4%	
Types of recruitment	Yes / No	28/62	31.3%/	
			68.8%	
Professional knowledge	college entrance examination	17/73	18.8%/	
	examination		81.2%	
Professional achievements	Don't understand	18/45/	20%/	
	partially understand	27	50%/	
	understand		30%	
Registered residence	Good / Fair / Poor	20/45/	22.2%/	
		25	50%/	
Only child or not			27.8%	
	Urban / Rural	48/42	53.3%/46.7%	
Family economic conditions	Yes / No	75/15	83.3%/16.7%	
	Good / Average / Difficult	42/35/13	46.7%/38.9%/14.4%	

Table 2 Overall score of sports rehabilitation professional identity

	Number of items	Minimum	Maximum	Means
Professional cognition	6	1	5	3.42
Professional emotion	5	1	5	3.57
Professional dedication	6	1	5	2.96
Total score	17	1.25	5	3.27

3.DISCUSSION AND CONCLUSION

The level of students' professional identity is the comprehensive embodiment of students' professional cognition, professional emotion and professional dedication, which is a gradual and subtle process. The level of professional identity, including students' overall perception of the major, largely determines the effect of students' professional learning and their willingness to engage in related occupations. Economic development has become an important premise and factor affecting individual and even group professional development. Nowadays, with the vigorous development and attention of the country, the sports rehabilitation major in Colleges and universities has achieved rapid growth, the matching of hardware facilities, the construction of teaching staff, the formation of professional training mode and so on. Compared with the past, it has made a lot of progress, and what can not be ignored is that as professional learners, how their professional identity is, which is related to the quality of professional training, and it is also important. The training objectives of sports rehabilitation major in normal universities.[3-4]

The total score of professional identity and the scores of professional cognition, professional emotion and professional dedication of the students in normal universities are in the second level, which indicates that the professional identity of the students in preschool education is in the middle level. We need to further strengthen the professional construction, strengthen the number of teachers, and promote students to improve their professional identity.[5]

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Research on Engineering Construction Technology Management of Urban Rail Transit

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Abstract: With the continuous development of urban rail transit, the traffic pressure in the city can be alleviated; the demand of people's rapid travel can be met, and the air pollution in the city can be eased. Compared with other transportation projects, urban rail transit engineering has its uniqueness. In order to ensure the quality of the project, this paper focuses on the technical management of urban rail transit engineering, so as to provide theoretical reference for practical work.

Keywords: urban rail; construction technology; management measures

1. INTRODUCTION

In order to alleviate the increasing traffic pressure in the city, this makes the construction scale of urban rail transit gradually increase, making people's daily travel more convenient. However, due to the construction technology and management problems, it also directly affects people's travel problems. Therefore, the rapid development of urban rail transit technology is helpful to improve the quality of urban rail transit construction.

2. THE DIFFICULTIES OF URBAN RAIL TRANSIT ENGINEERING

In terms of urban rail transit engineering, it puts forward higher requirements for engineering technology. Because the construction system of urban rail transit in China is not mature, it will inevitably lead to the problems of construction difficulty and uncoordinated management in the process of urban rail transit construction. In addition, the improvement of engineering quantity and construction technology needs to increase the amount of capital investment, and establish a good cooperative relationship with the construction unit and coordination unit. In addition, rail transit construction is bound to face problems such as underground utility tunnel, traffic route planning, etc., and may intersect with municipal system, especially water, electricity and gas. It makes the construction period of urban rail transit extended. With the increasing requirements of urban rail transit carrying capacity and transport capacity, the technology used is required to be more stringent. Generally speaking, urban rail transit engineering involves a lot of professional knowledge, including mechanical engineering, civil engineering, etc.

3. URBAN RAIL TRANSIT ENGINEERING CONSTRUCTION TECHNOLOGY

3.1 Shield tunneling technology

The shield tunneling technology is adopted in the construction method of full mechanical construction. The shield machine is used to excavate under the ground surface, and the shield shell and segment play a supporting role in the construction process to prevent tunnel collapse. The problems that need to be paid attention to in tunnel construction are as follows. First, in the design of the internal structure of the track, it is necessary to ensure the construction safety, reduce the construction of unnecessary lines, and focus on the stability and strength of the track structure. The most important thing for the technical personnel is the stability, flatness, safety and service life of the tunnel. Second, in order to design the internal structure of the tunnel, it is necessary to ensure the construction safety and reduce the construction of unnecessary lines. To ensure the fastener structure, it is necessary to focus on the wheel rail lateral load in the construction of track. Third, in order to meet the needs of social development, it is necessary to replace the traditional gravel track structure with the help of subway track technology, so as to effectively control the force on both sides of the track, which makes the track floor more elastic and helps the rail transit to have a stronger reduction earthquake effect.

3.2 Ventilation system of urban rail transit

In the process of urban rail transit construction, the most important link is the construction of rail transit ventilation system. When installing fans, it is also necessary to install electric actuator piston duct and muffler. It is not enough to rely on the fan alone. It is necessary to trim the wind pavilion during the construction of rail transit, because the rail car runs very fast, which makes the air pressure increase. If there is no wind pavilion, the sound of the rail car running will be very loud, and the passengers will also feel uncomfortable. Therefore, it is necessary to pay attention to the construction of ventilation system in the construction of rail transit.[1]

3.3 Construction technology of water supply and drainage system

At the same time, it is necessary to pay attention to the construction of water supply and drainage system,

and to ensure the normal construction and operation of tunnel engineering. Generally speaking, urban rail transit construction puts forward higher requirements for water supply and drainage system, and requires strict distinction between domestic water supply and fire water supply at the same time. Urban rail transit construction is generally in the underground construction, which requires the water supply and drainage system and groundwater system protection requirements to be improved. It's not only for the construction safety to ensure, but also need to have the ability of emergency treatment. This requires the water supply and drainage system construction department to do their own work well, and carry out scientific and reasonable planning for the pipeline line of the water supply and drainage system, so as to ensure the normal operation of the water and drainage system in the future, and prevent the rainy season from affecting the normal operation of urban rail transit.

3.4 Track laying technology

In order to improve the laying quality of track panel, the bottom of frame structure should be roughened before laying, and the construction bottom plate should be cleaned. At the same time, it is also necessary to install the rail and bracket of the rail panel crane in advance. During the laying process of the rail panel, it is necessary to adjust the rail panel that has been delivered to the site. The adjustment direction is first horizontal adjustment, then horizontal alignment, and then the rail panel is fixed on the top of the fixture, while the rail track at the other end is fixed on the wall. [2]

4.CONSTRUCTION TECHNOLOGY MANAGEMENT MEASURES OF URBAN RAIL TRANSIT ENGINEERING

4.1.To do a good job in construction organization design

The construction organization design is an important reference in the construction process of urban rail transit engineering. For the construction organization design, the actual situation of the construction site needs to be fully considered, because the hydrological conditions, underground infrastructure, geological conditions of different regions are different. Therefore, it is necessary to consider the relative water level of the ground water in the southern area of the city, such as the need for comprehensive design of the ground water level. According to the different construction conditions, the construction project needs to develop the corresponding construction scheme, and combine with the data to prepare the specific construction plan. When making construction organization plan, it is necessary to establish cooperation relationship with other municipal departments, especially gas department, water conservancy department, electric power department and communication department, so as to have a comprehensive understanding of urban

pipeline laying. In addition, the vehicle department, supervision department and electrical department also need to be added to the construction organization design, so as to ensure the coordination and unification of various work and responsibilities, and clarify the key and difficult points of the construction project. Especially when formulating the construction scheme schematic diagram and operation flow chart, it is necessary to form a comprehensive consideration according to the opinions put forward by different departments and units.

4.2.To manage the construction period of rail transit construction

The construction period of urban rail transit project can be divided into three management stages, namely, the early stage, the middle stage and the late stage, so as to achieve efficient management. The first is the early stage of construction. The construction unit is required to set up the preliminary work department, which specifically involves the budget department, the security department and the technology department, and investigates the site situation according to the construction drawings. During the construction, it is necessary to enclose the construction site, ensure the safety environment of the construction site as far as possible, and reduce the adverse impact on the surrounding residents and shops. The preliminary work is to do these well. The content of the work is to ensure the smooth completion of the construction project; the second is the mid-term of the construction, which needs to be reasonably arranged. Because the scope of urban rail transit project is relatively large, different construction units are generally arranged to carry out the construction at the same time, in order to ensure the construction speed. Therefore, it is necessary to do a good job of site supervision according to the construction progress. The system shall be formulated to reward the construction units with short construction time in time. The third is the late stage of construction, mainly to do a good job in the end of the project. For urban rail transit engineering, the late work is to form positive communication with various departments to ensure the smooth completion and normal operation of urban rail transit construction project without damaging the municipal construction.

4.3.Management of rail transit construction materials and equipment

In the construction of urban rail transit, affected by the technical difficulty and workload of the project, it is necessary to select different types of construction materials and mechanical equipment, and the construction materials and mechanical equipment have a decisive role in the quality of construction projects. Therefore, in the selection of construction materials and mechanical equipment, it is necessary to select products with good brand, which is helpful to improve the quality of construction projects and reduce the probability of quality problems. [3]

4.4. Control of construction cost of rail transit project
The construction cost of rail transit is closely related to the construction progress and quality. For engineering projects, it is necessary to strictly screen out the various costs of the project. The design drawing plays a decisive role in the project cost. Combined with the design blueprint, the initial budget of the project construction can be estimated. At present, lump sum contract is the most common project subcontracting mode at this stage. Each construction unit can formulate the total construction budget combined with the preliminary design drawings, and start bidding combined with the total budget, which shows that the construction drawing plays an important role in controlling the construction cost. First, the designers need to fully understand the engineering materials and their characteristics and performance, when designing the construction drawings; second, the auditors also need to do their own work to ensure the fairness and scientificity of the audit process; third, when the construction unit estimates the total construction amount of the project, it is necessary for the construction unit to make sure that the materials and equipment in the market can be improved.

5. CONCLUSION

In a word, the construction technology of urban rail transit project is more complex, and the construction environment is constantly changing, which requires higher requirements for construction technology and safety management. By studying the construction technology and management of urban rail transit engineering, we hope that the construction unit and relevant staff can realize the importance of urban rail transit engineering, ensure the improvement of construction technology, and then ensure the construction safety.

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On the Contradictions in China's Educational Masters in the Education Industry

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Abstract: The Master of Education in China has made a staged contribution to China's higher and basic education in the past. With the rapid development of Chinese society and education, the Master of Education has become the main source of talents in China's basic education, and it has also appeared. There are many difficult-to-ignore contradictions related to the survival of the master's degree in education, such as the limitation of majors when applying for teachers, the separation of pedagogy theory from practice, the contradiction between high education and low salary.

Keywords: Master of Education; Education Industry; Contradiction

INTRODUCTION

In September 2020, the Ministry of Education of the People's Republic of China formulated the "Implementation Plan for the Reform of Educational Postgraduates and Public-funded Teachers' Exemption Certification for Primary and Secondary School Teachers' Qualifications" clearly stated that educational postgraduates in 2021 and later years can be exempted based on the results of the educational and teaching ability assessment Part or all subjects of the national primary and secondary school teacher qualification certificate. This is a key measure for China to comprehensively deepen the reform of the teaching staff, but there are still many difficulties in the current Chinese education master's degree in education.

1. BASIC SITUATION OF CHINA'S EDUCATION MASTERS

The "Catalogue of Disciplines and Majors for Granting Doctorate, Master's Degree and Training Postgraduates" promulgated in 1997 clarified that the first-level disciplines of Chinese pedagogy include 10 second-level disciplines, including curriculum and teaching theory, pedagogy principles, and education history. At the same time, the Ministry of Education of China issued relevant documents and pointed out that there are two forms of education for master students: full-time and part-time. The former means that within the statutory number of years of study, master students must study in school full-time in the form of full-time study; the latter means that master students study in the school as an in-service employee of a certain unit without leaving their current post. According to the degree category and

training direction, the Chinese Master of Education is divided into two types: the Master of Education and the Master of Education. The former is an academic master, which focuses on theoretical research in pedagogy, with the main goal of cultivating university teachers, researchers and doctoral students; the latter is a professional master, which focuses on the cultivation of educational practice ability and mainly trains frontline teachers in basic education.

In terms of overall positioning, China's educational master's degree mainly serves the educational undertakings with Chinese characteristics, including educational scientific research, educational management, and front-line teaching work at various levels and categories. As China's higher education has gradually become popularized, graduates of education masters have become the main source of basic education jobs, while problems such as the outdated training model of education masters and social isolation have not been well resolved. Although the masters of education have made great contributions to China's education, when the masters of education are facing a completely different social environment today and in the past, school education has also put forward higher professional requirements for them, China's education masters urgently need to clarify their own position and situation, clarify their own problems and contradictions in actual education jobs, actively reform and improve the system, so as to meet the needs of China's education field. Cultivate as soon as possible to integrate with international standards.

2. CONTRADICTIONS IN CHINA'S EDUCATION MASTERS WHEN ENGAGED IN THE EDUCATION INDUSTRY

2.1 The professional contradiction in teacher establishment examination

The main employment destination of the master's degree in education in China is the post of teacher in primary and middle schools, especially the post of middle school teacher. The comprehensive treatment and job stability of teachers with a staffing system in public schools in China are much higher than those of private schools. Teacher establishment in economically developed areas is the primary goal of education masters graduates. Most of them will take teacher establishment exams and try to get public. The establishment of teachers in schools, such as those in some first-tier cities, provincial capitals, and port

cities, is difficult to enter the establishment of teachers in these areas through campus recruitment fairs. Due to the fierce competition in the establishment of examinations by teachers in economically developed regions, many regions and schools will require candidates' majors to be matched with the majors of the post or restrict graduates of non-teacher majors from applying for the exam. The more developed the economy, the more demanding conditions.

Under such a background, there are three main contradictions in the teacher establishment examination for the Chinese Master of Education: First, the application rules for the establishment of middle school teachers in many regions require candidates to have a full-time normal undergraduate degree, such as Nanping City, Fujian Province. Guangze County, Jianyang District, Pucheng County and other regions. However, the proportion of non-teaching undergraduates applying for master's degree in education across disciplines is very high in China. More than 60% of the master's degree in education in some schools are non-educational majors. This practice of restricting undergraduate majors in teacher establishment exams makes it difficult for many education masters graduates to apply freely, and even have to give up engaging in the education industry; second, Chinese undergraduates train talents according to whether they are education or teaching. The nature of education masters can be divided into teacher-trained and non-teacher-trained categories. However, education masters do not have a special professional category system to integrate with the undergraduate "teacher" classification system, that is, educational masters are not normal students. Therefore, even if the graduates of education masters are undergraduates as teachers, when they apply for the teacher establishment in many regions and schools, they can only apply for the teacher establishment of these areas with their undergraduate qualifications because there is no difference between teachers and non-teachers. The master degree is useless; Third, in most regions, the establishment and application rules for middle school teachers clearly require candidates to study their majors and apply for their positions. However, a large number of majors in education masters do not have the disciplines required by middle schools, such as pedagogical principles, curriculum and teaching theory, Chinese education history, adult education, etc. This makes the graduates of these majors have clearly and systematically learned the relevant knowledge of education and teaching, but they are also unable to apply for the establishment of middle school teachers in most regions as master students, which has caused great contradictions.

2.2 The contradiction between pedagogy theory and teaching experience

Whether it is an academic master of education or a professional master of education, it takes 1-1.5 years to complete education professional courses, public courses, and professional courses within two or three years of study. At the same time, you need to complete a master's degree. Papers, many schools also require students to publish small papers in domestic and foreign journals. In this way, the Master of Education has a lot of time to spend on course study, coping with exams, reading literature and writing papers [1]. Except for a small number of master's students who have plans for further studies, most of them have to enter education jobs, and their time is occupied by a large amount of theoretical studies, thus lacking sufficient teaching and practical experience. This has created a contradiction that Chinese masters of education generally have a wealth of theoretical knowledge of education and teaching and cannot be used in actual educational situations, and sometimes they are not as good as undergraduates with three years of work experience in teaching.

2.3 The contradiction between high education and low salary

As of October 2019, the number of Chinese citizens with a postgraduate degree accounted for approximately 0.6% of the total population, and postgraduate students in China are still highly educated. Excluding key schools in economically developed areas, the salary levels of most education master jobs are generally low. Even with a teacher establishment, it is difficult to escape the bad luck of poor treatment. For example, Wuhan City, Hubei Province, apply for most middle school teachers in the city, the establishment requires a master's degree, and the median salary of senior middle school teachers is about 6000 yuan, which is seriously lower than the median house price in the first half of 2020 (17074 yuan). Facing the escalating cost of education, masters of education in China, as a group of highly educated people in China, have difficulty getting equal treatment and benefits for their work intensity. This contradiction is also one of the main reasons why Chinese masters in education choose to switch careers.

3. SUMMARY AND SUGGESTIONS

The scale of education for masters in education in China is gradually expanding, and the forms and models of training are gradually improved. However, due to the unreasonable academic degree system, the unrealistic learning, the unclear professional positioning, and the lack of close connection with the social system, they are in There are many contradictions and obstacles that cannot be ignored when engaging in education. In response to these contradictions, it is recommended to reform the training program for postgraduates in education, integrate theory with practice, learn from the applied training models developed by the United Kingdom

and the United States; organize diversified career and internship meetings to meet the employment needs of education masters [2]; Establish an educational professional classification system applicable to colleges, undergraduates, and postgraduates, and connect with the teacher recruitment system; effectively improve the salary and welfare of teachers, so that the survival of education masters is guaranteed.

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Research on the Teaching Application of Wechat in College Table Tennis Public Sports Course

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Abstract: To explore the effect of wechat platform in college table tennis public sports teaching. **Methods:** a total of 80 students from two classes of 2020 table tennis were selected and divided into experimental group (40 students) and control group (40 students). After the end of the course, the test scores of the two groups were statistically analyzed. **Results:** the average score of the experimental group was higher than that of the control group ($P < 0.05$). The proportion of excellent students in the experimental group was higher than that in the control group, and the number and proportion of students with middle or above scores in the experimental group was significantly higher than that in the control group ($P < 0.05$). **Conclusion:** Based on wechat learning platform, online and offline teaching in college table tennis public sports class can effectively stimulate students' interest in learning and improve the quality of teaching.

Keywords: Wechat learning platform; table tennis; public sports teaching; mixed teaching

INTRODUCTION

Among the public physical education courses in many colleges and universities, table tennis is a very popular course. It may be that table tennis is easy to use, fast to master, and the requirements of physical fitness are not high. But the research found that the current table tennis traditional teaching mode, single teaching content and less class hours lead to students' low participation in the course, and the teaching purpose is difficult to achieve. Therefore, adopting new teaching methods to improve students' learning interest and teaching quality is the problem that needs to be solved in current table tennis teaching.

The research found that the application of wechat learning platform in physical education teaching has achieved remarkable results [1-2]. For example, Hao Xinxin found that the use of wechat public platform can significantly improve the action skill level and exercise attitude of college girls in cheerleading class [3]. Liu Qingxiao research believes that the WeChat platform can improve the students' knowledge of tennis skills in the context of "Internet plus". [4]. Chen Zhu and other studies found that the use of WeChat in gymnastics teaching can promote students' motivation to learn courses and stimulate interest in

learning [5]. Lu Youzhi and other researchers found that using wechat to carry out teaching in college badminton elective courses can effectively improve the teaching effect, help students master the teaching content, and make the technical movements correct [6]. The reasons may be: first, the use of wechat teaching can alleviate the classroom teaching pressure caused by the reduction of class hours, and then stimulate students' interest in learning. Because the current wechat learning platform not only has the function of obtaining information and sharing resources, but also has certain educational value. At the same time, wechat is widely used in college students, which can provide services for the smooth development of wechat platform in teaching. 2、 In the past physical education in Colleges and universities, teachers take more traditional teaching methods, teacher led teaching, often to prepare for the activities and learning points in the form of theoretical knowledge to explain, and then organize students to practice, imitate the teacher's action routine. This single form of teaching will, over time, discourage students from learning. Wechat learning platform is different from traditional teaching, because wechat has diversified functions, which can show many forms, attract students' interest in learning, and stimulate students' initiative to explore knowledge. Secondly, teachers can also send some sports theoretical knowledge, technology learning and teaching videos to wechat learning platform, so that students can learn at any time, which can reduce the classroom teaching pressure of physical education teachers, and also enable college students to have a comprehensive and detailed understanding of the key points of knowledge to be learned, and study purposefully for problems. Three, WeChat platform builds up group and official account. Teachers and students can talk about learning problems, difficulties and key points in the group. Students can send the places that they have not yet been able to send to the group, and teachers and students can ask questions about this comment. This can effectively shorten the distance between teachers and students, strengthen the communication between teachers and students, improve the relationship between teachers and students, and then effectively optimize the teaching effect. This shows that it is feasible to use wechat

platform to implement Hybrid Teaching in physical education, which has a certain promotion value.

1 OBJECT AND METHOD

1.1 Respondents

In this paper, a total of 80 students from two classes of 2020 grade table tennis public sports in Guangxi Normal University for nationalities were selected as the research objects. They were divided into experimental group (EP, n = 40) and control group (CP, n = 40).

1.2 Research methods

1.2.1 Teaching methods

The experimental class and the control class are in accordance with the requirements of Guangxi Normal University for Nationalities table tennis elective course syllabus, other conditions remain unchanged, 14 weeks, 2 class hours per week, a total of 28 class hours. The experimental group adopted mixed teaching based on wechat learning platform, while the control group adopted traditional teaching.

1.2.2 Teaching evaluation method

After the end of the course, according to the requirements of the examination outline, the two groups of students were given table tennis serve (30 points), push (30 points), attack (30 points) technology and technical score (10 points) examination. The full score of the examination is 100 points, 90 points is excellent, 80-89 points is good, 70-79 points is medium, 60-69 points is pass, 60 points is fail.

1.2.3 Statistical methods

Spss20.0 software was used to process the data, and independent sample t test was used for comparison between groups. All statistical tests were bilateral test, with $P < 0.05$ as significant difference, with statistical significance.

2 RESULT ANALYSIS

2.1 Comparison of final average scores between the two groups

The average score of the experimental group was 81.37 ± 10.2 , while that of the control group was 75.24 ± 12.6 , which was higher than that of the control group ($P = 0.025, P < 0.05$).

Table 1 Comparison of the average scores of the two groups in the final examination

	CP	EP	P value
Average score	72.54±7.6	83.37±9.2	0.035

2.2 Evaluation of teaching effect by students with average score

After the expiration of the teaching period, the teaching effect was evaluated (as shown in Table 2). The results showed that the teaching method could improve learning interest, learning ability, acceptance of teaching method and teaching effect. In the four learning effect surveys, it was found that the proportion of the total number of people whose evaluation grade was above average in the experimental group was higher than that in the control group ($P < 0.05$), and there was a significant difference. The difference was significant.

Table 2 students' feedback on teaching effect

Evaluation content	Group	Evaluation grade distribution			> Average	P value
		Yes	Average	No		
Improve interest in learning	CP	2	10	24	33.3%	P<0.05
	EP	21	12	3	91.7%	
Improve learning ability	CP	8	12	16	55.6%	P<0.05
	EP	18	13	5	86.1%	
Accept teaching methods	CP	6	16	14	61.1%	P<0.05
	EP	20	14	2	94.4%	
Improve learning effect	CP	10	14	12	66.7%	P<0.05
	EP	20	13	3	91.7%	

3 DISCUSSION

WeChat has the functions of social function and resource sharing, and the establishment of WeChat official account can realize resource sharing. It is found that the teaching method in physical education is also widely used. Some studies believe that wechat learning platform for sports teaching activities has the functions of pushing course content messages, customizing personalized learning content and analyzing learning effect. These unique functions of WeChat can solve the problem of not much communication between teachers and students in public classes after class. Meanwhile, students learn

video knowledge and skills from the WeChat official account, and constantly enhance their understanding of sports, laying the foundation for enriching the public sports teaching methods and improving teaching effectiveness. Based on wechat learning platform, this study carried out 14 weeks, 2 class hours a week mixed teaching in table tennis public sports class. The study found that after the teaching period, the average score of the experimental group was higher than that of the control group in the evaluation of the teaching effect. The results showed that the teaching method could improve learning interest, learning ability, acceptance of teaching method and teaching effect. In the four learning effect

surveys, it was found that the proportion of the total number of people whose evaluation grade was above average in the experimental group was higher than that in the control group. The reason may be that in traditional teaching, students learn technical movements mainly through the teacher's explanation and demonstration of technical movements in class, and students imitate and practice according to the teacher's instructions, which makes it difficult for students to deal with the key and difficult points of technical movements. In the mixed teaching environment based on wechat learning platform, students' learning environment is no longer limited to the classroom. Students can use wechat learning platform to realize mobile learning anytime and anywhere, and the whole teaching activities are extended from the classroom. In addition to the regular classroom teaching, online learning is also added, and all teaching activities are student-centered, actively guiding students to learn. More importantly, students can use wechat learning platform to realize mobile learning anytime and anywhere. The whole teaching activities extend from the classroom to the outside of the classroom. They can also communicate with each other and exchange the problems existing in technical practice by sending the exercise content to the discussion in the form of audio and video. Rich learning resources can be added in each module, so that students can get more experience here Rich learning resources and the ability to communicate and share at the first time make it convenient for students to study, preview before class and learn after class. Students who do not dare to ask questions can also use wechat to interact with teachers. In this way,

teachers can master more students' information and enhance students' learning enthusiasm. Teachers can help students master technical actions more effectively according to online feedback and offline topic explanation. Therefore, students in this mode of learning can master more table tennis skills.

4.CONCLUSION

Based on wechat learning platform, online and offline teaching of table tennis public sports course in Colleges and universities can effectively stimulate students' interest in learning, improve students' mastery of table tennis technology, and optimize the quality of teaching.

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Application of the violations of Cooperative Principle in International Business Negotiation

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Abstract: With the development of economic globalization, economic ties between countries around the world have become closer. International business negotiation, as an important form of business activities with other countries around the world, has received more and more attention. Based on Grice's cooperative principle, this article analyzes the application of violations of cooperative principles in international business negotiations through specific examples and explores the negotiators' strategies and intentions that flout the maxims of cooperative principle. It hopes to provide a certain reference for the study of international business negotiation.

Keywords: international business negotiation; cooperative principle; strategies

1. INTRODUCTION

The principle of cooperation was first proposed by the American language philosopher Grice when he gave a speech entitled "Logic and Conversation" for Harvard University in 1967. In recent years, with the rapid development of pragmatic research, the cooperative principle has also aroused people's higher research enthusiasm. Nowadays, domestic scholars have applied the principle of cooperation to many fields. Shen Jiakuan (2004) pointed out in the article "Pragmatic Principles, Pragmatic Reasoning and Semantic Evolution" that the pragmatic principles (including the principle of cooperation) followed by the two conversation partners are important drivers of semantic evolution[4]. The main mechanism of semantic evolution. This theoretical derivation provides a certain theoretical basis for subsequent research. Han Jian (2014) pointed out that the cooperative principle has a certain guiding role in the translation of literature, tourism and legal texts[2]. By observing the principle of cooperation during the translation process, translators can effectively achieve the equivalence between the original text and the target text. The cooperative principle provides a new translation strategy and approach for the translation of texts. Huang Shujie (2013) combined the cooperative principle with advertising slogan. He analyzed the examples of advertising from a pragmatic perspective, and explored the generation mechanism of the implicit meaning of advertising slogan and the idea of advertising creation. They provide a new perspective for the interpretation and creation of advertising slogans[3].

To sum up, we can see that the researches on the cooperative principle are showing a trend of increasing enrichment and improvement. However, the current domestic research still has limitations. There are a few studies have applied the cooperative principle in the business field. Based on Grice's principle of cooperation, this article analyzes the violations of cooperative principle in international business negotiations with examples. It explores the influence of cooperative principles on international business negotiations and the negotiator's intention to violate the maxims of cooperative principle. It hopes to provide a reference for the study of international business negotiation.

2. OVERVIEW OF COOPERATIVE PRINCIPLE AND INTERNATIONAL BUSINESS NEGOTIATION

2.1 Cooperative principle

Cooperative principle is an important principle of pragmatics, which is mainly reflected in people's communication. In order for language communication to proceed smoothly, people often need to abide by some basic principles and reach a tacit understanding and cooperation. Kiresten (2001) believes that "cooperation is an inherent feature of communication in various languages[1]." In order to achieve a specific goal in all language communication activities, there is a tacit understanding and a principle that the speakers and the listeners should obey. The American philosopher Grice called this principle as "Cooperative Principle" of conversation.

2. The maxim of quality

- (1) Do not say what you believe to be false
- (2) Do not say that for which you lack adequate evidence

3. The maxim of relation

- (1) Be relevant (Make your words related to the topic of conversation)

4. The maxim of manner

- (1) Avoid obscurity of expression
- (2) Avoid ambiguity
- (3) Be brief (avoid unnecessary prolixity)
- (4) Be orderly

2.2 International business negotiation

International business negotiation refers to the process by which different stakeholders in the international business activities negotiate to reach a certain agreement on the terms of business

transactions. In real life and work, negotiation is ubiquitous, especially in business. Tang Xiulian (2009) believed that "international business negotiation refers to the behavioral process of international business activities in which parties involved in business activities in different countries or different regions to meet a certain need and achieve the purpose of the transaction through information exchange and negotiation." [5] Although there are inherent patterns in business negotiations, in the actual operation of business negotiations, negotiators cannot replicate their inherent patterns and can only use some language strategies to guide the negotiation process. Therefore, it is no exaggeration to say that successful business negotiation is inseparable from excellent negotiation skills.

3.VIOLATIONS OF THE COOPERATIVE PRINCIPLE IN INTERNATIONAL BUSINESS NEGOTIATION

With the promotion of economic globalization, international business negotiations have received more and more attention as one of the main international business activities. In business negotiations, in particular, the principle of cooperation must be observed, because only mutual cooperation can establish good trade relations. However, in actual business negotiation activities, the negotiating parties do not always abide by the "cooperative principle", and people will deliberately violate the maxims of cooperative principle out of necessity. At a deeper level, the negotiators still abide by the cooperative principle, and the cooperative relationship between the two parties still exists. The following will specifically analyze the cases in which the negotiator violated the maxims of quality and quantity in the process of international business negotiation to analyze the negotiator's intention.

3.1 Flouting of the quantity maxim

Business negotiation requires both parties to solve the problem in the shortest time. Therefore, in the business negotiation process, negotiators must first observe the maxim of quantity, that is, the words spoken by the speaker should include as much information as possible. However, in actual business negotiations, both parties will appropriately violate the maxim of quantity in order to improve the effectiveness of the negotiation.

Case 1 Party A: There's one more thing I want to make clear:the risks of sea transport, such as Free of Particular Average(F.P.A), With Particular Average(W.P.A) and Extraneous Risks, Can you all afford it?

Party B: Yes, of course. We can serve you with all kinds of risk for sea transport.

In this case, Party A asked Party B about the insurance of this sea transport. Party B could have directly answered "Yes, of course" to clearly convey his meaning to Party A, but Party B intentionally said

"We can serve you with all kinds of risk for sea transport". His answer extra the information required by Party A. Obviously, Party B flouts the maxim of quantity of the cooperative principle. In this business negotiation case, Party B seems to provide some extra information. In fact, Party B is deliberately explaining to Party A that their insurance service is very thoughtful and makes the Party A rest assured. This not only makes Party A know more about Party B and deepens trust in Party B. Therefore, Party B achieved a better negotiation effect by flouting the maxim of quantity.

3.2 Flouting of the quality maxim

Business negotiations must ensure the authenticity of information, and false information is not conducive to the smooth progress of negotiations. But business negotiation is full of various confrontations and concessions. Sometimes, in order to reach an agreement and achieve a win-win result, the negotiators also need to flout certain maxims of cooperative principle.

Case2 Party A: Your price seems to be much higher than other manufacturers.

Party B: The quality of our products is the best.

In this case, Party A made an unrealistic statement with abstract and vague concepts such as "seem" and "many", but in fact, the price of Party B may not be much higher than other manufacturers. What Party A said in this negotiation lacked sufficient evidence, which obviously flouted the maxim of quality. In this negotiation, Party A deliberately said some lack of evidence or even false words in order to make Party B to consider a compromise on the price, so as to obtain its own maximum benefits. In international business negotiations, negotiating parties often use some negotiation strategies and techniques to achieve their own purposes. Although they flout the maxim of quality, these negotiation strategies have played an active role in the process of international business negotiations.

4.CONCLUSION

The cooperation principle is the highest principle in international business negotiation. Only by applying the principle of cooperation in communication can the negotiation be developed in a win-win direction. This article through a specific analysis of international business negotiation cases, explores the intention and purpose of negotiators to violate the cooperative principle. It aims to reveal the practical guiding significance of cooperative principle on international business negotiations.

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Some Thoughts on the Cultivation of Professional Talents of Cooking and Nutrition in Vocational Schools

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Abstract: "Educated chef" is the educational purpose of the cooking and nutrition major of vocational schools, so we should design a comprehensive development training system for students of this major. Through the analysis of the goal of training talents in cooking and nutrition in vocational schools, this paper makes innovative thinking about the teaching plan of students in this major, so as to improve students' professional ability and professional quality, and improve students' social competitiveness.

Keywords: Vocational schools; Culinary and nutrition majors; Talent training

INTRODUCTION

With the development of economy and the improvement of people's living standards, the importance of cooking and nutrition has become more and more prominent in modern society. People take food as their heaven, and cooking and nutrition are an essential part of people. At the same time, people's pursuit of food and its nutritional value is getting higher and higher. Based on this, there will be higher requirements for the teaching ability of the cooking and nutrition majors in vocational schools. And the school needs to cultivate talents who can advance with the times and meet the needs of the society.

1. THE GOAL OF CULTIVATING PROFESSIONAL TALENTS OF COOKING AND NUTRITION IN VOCATIONAL SCHOOLS

1.1 To meet market requirements of industry

In the training process of cooking and nutrition majors in vocational colleges, it is necessary to meet the market requirements of the industry, so that the talents cultivated in this way are effective and can adapt to the society. Because for vocational colleges, the focus of training should be on students' skills to adapt to social work, not on theory or advanced knowledge, so it is particularly important to proceed from market requirements. When setting up the curriculum of cooking and nutrition, the school should meet market requirements and cultivate comprehensive culinary talents required by the market, so as to improve students' ability to adapt to the society and improve the school's level of running a school.

1.2 To match the requirements of professional ability
In the training process of cooking and nutrition majors in higher vocational colleges, we should pay attention to the cultivation of students' professional ability and match the professional's ability requirements for talents. This is an important means to improve students' professional quality and self-value, and provide students with access to enter the society and take up relevant positions in the future. The curriculum setting of cooking and nutrition majors in higher vocational colleges needs to match the ability requirements of the major, so that students can learn and master professional skills from the courses, improve the competitiveness of entering the society in the future, and improve students' professional quality.

1.3 To be given practical opportunities

In the training process of cooking and nutrition majors in higher vocational colleges, students should be given full opportunities to practice. Higher vocational colleges are different from ordinary colleges and universities. Students have different abilities and starting points. The professional setting is more biased towards practice, and students need sufficient practice, practical opportunities and time to master their skills. In this regard, higher vocational teachers should choose appropriate teaching methods in cooking and nutrition teaching to strengthen the training of students' practical ability. At the same time, schools should cooperate with companies to provide students with practical opportunities to improve their operational level and competitiveness in the future.

1.4 To improve professional quality of talents

In addition to professional ability, it is particularly important to cultivate students' professional quality. In the training process of cooking and nutrition specialty in vocational colleges, we should strengthen the cultivation of students' professional quality and the teaching of professional ethics. In the society, no matter how good the ability is, it is impossible to have a foothold in the society without professional quality and moral cultivation. The cultivation of professional quality and professional ability should be placed in the same position and given full attention to, so as to lay a good foundation for students to enter the society in the future and improve the social reputation and the running reputation of

vocational schools.

2. THE TRAINING PLAN OF COOKING AND NUTRITION SPECIALTY IN VOCATIONAL SCHOOLS

2.1 To carry out school-enterprise cooperation to promote personnel training

With the increase of market demand, cooking and nutrition professionals need to gradually become professional and large-scaled. Therefore, many higher vocational colleges begin to try a variety of different teaching methods. The teaching mode of "school-enterprise cooperation" is used to cultivate students majoring in cooking and nutrition. After practice, such teaching mode is of great significance to the future development of cooking and nutrition majors. Through this mode, we can achieve win-win, both the enterprises and students can get a good development.

In order to use this kind of teaching mode, the school must find the interests needed by the cooperation between the two sides, and analyze the advantages and disadvantages before it has the foundation of "school-enterprise cooperation". In recent years, with the continuous development of catering, hotel and other industries, the competition is becoming more and more fierce. Through school-enterprise cooperation, the cost of enterprise recruitment can be reduced, and the technical level of students from vocational colleges is relatively high. In addition, school-enterprise cooperation can help enterprises improve the quality of employment. Therefore, some enterprises are also willing to cooperate with the school. And cooking and nutrition majors in the school need practice in the learning process, as well as a good internship environment. Enterprises can just provide students with internship environment to help them complete their studies better. There is no conflict of interests between the school and enterprise. Through school-enterprise cooperation, we can achieve win-win and promote each other's development.

However, there are also some problems in school-enterprise cooperation. For example, the demand of enterprises for employment is not fixed, and irregular recruitment will have a certain impact on students' studies. When schools need internships, enterprises may not be able to quickly arrange suitable positions. Therefore, when the school cultivates cooking and nutrition talents with the use of school enterprise-cooperation, it needs more communication between schools and enterprises to protect the interests of both sides.

2.2 To improve the teaching staff of cooking and nutrition

In the process of training cooking and nutrition professionals, teachers are also an important factor. Many excellent cooking and nutrition professionals often choose to enter enterprises with high salary after graduation, which leads to the lack of enough

teachers for talent training. Therefore, higher vocational colleges can expand the teaching staff to the society, and recruit outstanding graduates with high academic qualifications and the catering staff with rich cooking experience in the society. By recruiting two types of talents to form a teaching team, we can improve the teaching content of the school and better integrate theory and practice. Outstanding graduates need to teach students the theoretical knowledge, while catering staff with rich cooking experience can guide students how to cook and learn skills in practical work. In this way, it can effectively solve the problem of insufficient teaching staff of cooking and nutrition specialty, and ensure the quality of talent training plan of cooking and nutrition specialty.

2.3 To hold competitions at appropriate times to promote student growth in the competitions

After students have learned the theoretical knowledge and skills, they can hold relevant cooking competitions at appropriate times to test the results of the training of culinary and nutrition professionals. At the same time, students can also exercise their adaptability in the game and grow in practice. Cooking and nutrition professionals should pay attention to students' thoughts and inspirations. Students can learn from competitions in a healthy competitive way. Therefore, the school can hold competitions within the school or between multiple schools at an appropriate time to exchange skills, so that students can get inspiration from the competition and show their own personality. It also gives students a good platform to display their achievements, and students will have more advantages after graduation. And students are encouraged to participate in more advanced competitions outside the school, hone their own, and cultivate their brave and fearless demeanor.

3. CONCLUSION

As people's pursuit of food and nutrition increases, the importance of cooking and nutrition professionals has become more and more prominent. Higher vocational colleges should follow the needs of the industry's market needs, match professional capabilities, give students practical opportunities, and improve the professional quality of talents. In the actual running of schools, it is necessary to establish school-enterprise cooperation to promote talent training, improve the cooking and nutrition professional teaching staff, hold competitions in a timely manner to promote student growth and student development in competitions, cultivate talents that meet social needs, and improve the quality of the school.

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Important Measures to Promote the Transformation of Scientific and Technological Achievements in Guangdong, Hong Kong and Macao Bay area

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Abstract: with the continuous change of the world pattern, the international situation is becoming more and more serious. Under this background, only by constantly arranging and innovating can China bring new development momentum and realize the new development of China under the change of the world pattern. General secretary Xi Jinping also made clear in his speech in August 2020 that we should give full play to the advantages of concentrating on major events under the socialist system in China, take the key core technologies as the foundation, and rely on China's super large scale market and perfect industrial system to achieve the large-scale application, innovation and development of new technologies, achieve scientific and technological achievements, increase the transformation of productive forces, and raise the level of industrial chain. To provide an important guarantee for the development of China's industrial chain. In this speech, the importance of the transformation of scientific and technological achievements was emphasized, and the important guiding significance was put forward for the transformation of scientific and technological achievements in Guangdong, Hong Kong and Macao.

Keywords: Guangdong, Hong Kong and Macao Bay area; scientific and technological achievements; transformation; important measures

INTRODUCTION

China's "development planning outline of Guangdong, Hong Kong and Macao Bay Area" points out the new goal of scientific and technological innovation. In the process of scientific and technological innovation and development, we need to continuously implement the innovation driven development strategy, constantly deepen the innovation cooperation between Guangdong, Hong Kong and Macao, establish an open and integrated innovation community, gather international innovation resources, and constantly improve China's system and policy environment innovation and optimization, improve the transformation ability and level of scientific and technological achievements in Guangdong, Hong

Kong and Macao, and realize the construction of scientific and technological innovation highland in China. By 2035, Guangdong, Hong Kong and Macao Bay area will become an innovation oriented economic system development mode, and realize the great leap forward and high-speed improvement of science and technology and economic level. At the present stage, the innovation of science and technology needs to be based on the development needs of regional collaborative innovation, which is also the foundation and key goal of the development at this stage. No matter scientific research institutes, universities, or industrial parks, they should constantly carry out innovation and development, strengthen cooperation and exchange between each other, and constantly explore and study the transformation ways and methods of scientific and technological achievements, so as to realize the rapid transformation of scientific and technological achievements in Guangdong, Hong Kong and Macao.

1. THE POLICY DEVELOPMENT TREND OF THE TRANSFORMATION OF SCIENTIFIC AND TECHNOLOGICAL ACHIEVEMENTS IN CHINA

After the National People's Congress Revised the Law of the People's Republic of China on promoting the transformation of scientific and technological achievements, the State Council also issued Several Provisions on the Implementation of the Law on Promoting the Transformation of Scientific and Technological Achievements, Action Plan for Promoting the Transformation of Scientific and Technological Achievements, etc., realizing the important process from the revision of laws and regulations to the formulation of supporting rules, and then to the deployment of specific tasks for the transformation of scientific and technological achievements. After that, the State Council issued the National Technology Transfer System Construction Plan, which complements and improves the relevant policies and regulations for the construction of the transformation of scientific and technological achievements, and forms a macro policy system for the transformation of scientific and technological achievements, which provides an important policy

guarantee for the transformation and development of scientific and technological achievements in China. According to the unified deployment of the CPC Central Committee and the State Council, under the background of the policy of transformation of scientific and technological achievements, the Ministry of science and technology of our country has also implemented and supplemented the actual work of transformation of scientific and technological achievements, improved it according to the whole process of transformation of scientific and technological achievements, and adjusted and innovated the deficiencies and loopholes, so as to provide reference for the transformation and development of scientific and technological achievements as soon as possible and this is an important basic guarantee.

2.THE SIGNIFICANCE OF PROMOTING THE TRANSFORMATION OF SCIENTIFIC AND TECHNOLOGICAL ACHIEVEMENTS IN GUANGDONG, HONG KONG AND MACAO

2.1.Take the lead in leading the new development pattern

In The Development Planning Outline of Guangdong, Hong Kong and Macao Bay Area, it is proposed to build Guangdong, Hong Kong and Macao Bay area into an internationally competitive base for transformation of scientific and technological achievements. This proposal has been formally implemented in May 2018, and has become one of China's nine national demonstration areas. In this context, promoting the transformation of scientific and technological achievements in Guangdong, Hong Kong and Macao Bay area is no longer the internal demand of its own development, but has become a major development strategic task and goal of national development.

2.2 Provide an important guarantee for the construction of the world-class Bay area

Most of the world's first-class Bay areas are science and technology Bay areas, such as New York Bay area, San Francisco Bay area, Tokyo Bay area, and so on. These internationally famous Bay areas have many well-known universities and scientific research institutions in the world, bringing together a lot of high-end scientific and technological talents, a lot of scientific research technology, funds and large-scale scientific and technological enterprises, and so on. These rich innovative elements are the foundation for the bay area and it provides an important guarantee for the innovation of science and technology, and also provides a rich material basis for the transformation of scientific and technological achievements. The transformation of scientific and technological achievements in Guangdong, Hong Kong and Macao Bay area needs sufficient development vitality, continuous improvement and development of innovation ability, optimization of industrial structure, and protection based on beautiful ecological

environment. Therefore, the transformation of scientific and technological achievements in Guangdong, Hong Kong and Macao Bay area has attracted more high-end scientific and technological achievements.

3.AN IMPORTANT WAY TO PROMOTE THE TRANSFORMATION OF SCIENTIFIC AND TECHNOLOGICAL ACHIEVEMENTS IN GUANGDONG, HONG KONG AND MACAO

3.1 Relying on the resource advantages of science, technology and industry, we should improve the system and mechanism for development

Guangdong, Hong Kong and Macao Bay area is an important gathering place of high-tech industry and high-level universities in China. In Guangdong, Hong Kong and Macao Bay area, QS World University ranks among the top 100 universities, such as Sun Yat-Sen University, South China University of technology, and so on. In addition, it also includes many of the world's top 500 enterprises, such as Huawei, Lenovo, Tencent, Midea, GAC, Gree, Midea and other advanced high-tech manufacturing enterprises. These universities and enterprises have become scientific and technological innovation and technological achievements in Guangdong, Hong Kong and Macao Bay area. Fruit transformation is an important resource advantage and inexhaustible power. Therefore, in order to speed up the transformation and development of scientific and technological achievements in Guangdong, Hong Kong and Macao Bay area, we need to take the science and technology industry as the basis, and constantly tap the science and technology and industrial resources. First of all, it is necessary to continuously improve and innovate the physical mechanism of the transformation of scientific and technological achievements, based on the key and difficult points of the transformation of scientific and technological achievements in Guangdong, Hong Kong and Macao Bay area, improve the policy system of the transformation of scientific and technological achievements in universities, scientific research institutions and industrial parks, and integrate the transformation of scientific and technological achievements into various work processes as performance.

Secondly, we should take the market development as the guidance to improve the transformation efficiency of scientific and technological achievements; scientific and technological achievements should make an important contribution to the great cause of China's modernization, constantly innovate the main body in universities, scientific research institutions and industrial parks, and strengthen the scientific and technological innovation based on the national development strategy and market development needs, as well as the shortcomings and shortcomings of national technological development.

3.2 Improving relevant policies and environmental

supply to realize the transformation of scientific and technological achievements

In order to realize the transformation of scientific and technological achievements as soon as possible, Guangdong, Hong Kong and Macao Bay area must introduce advanced science and technology at home and abroad, and the basis for the implementation of this measure is to improve the relevant laws and regulations for the introduction of international management in Guangdong, Hong Kong and Macao Bay area, and also need to have more professional service ability. First, we should combine technology, talents, capital, data and other market-oriented development elements, and on this basis, reduce the restrictions on the entry of external talents, services, technology, etc., and rely on Internet technology and big data technology to improve the existing policy and legal supply. Second, to control the risks of reform and innovation, pilot experiments can be carried out in the Nansha Free Trade Zone, and breakthrough reform and improvement can be implemented with the help of high-end science and technology service platforms such as Nansha Science City and South China Technology Transfer Center. Third, we should strengthen the improvement of service platforms and professional institutions in Dawan District, and improve the service quality and efficiency based on the existing service platforms.

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Analysis of Kangmei Pharmaceutical Case Based on Working Capital Internal Control

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Abstract: Selecting the financial data of 2011-2018, combined the financial fraud case of Kangmei Pharmaceutical, the paper analyzes the demand risk of working capital, and analyzes the possible reasons for the profit decline of Kangmei Pharmaceutical in the past two years from the perspective of monetary capital, analyzes the changes of kangmei Pharmaceutical's working capital project. This study is of great enlightenment to investors, In order to reduce the investment risk, the key is to identify and control the working capital risk of the company, and master the correct risk identification method. Finally, put forward to the suggestions of strengthening working capital internal control from four aspects.

Keywords: Kangmei Pharmaceutical; Working capital; Internal control

INTRODUCTION

In recent years, more and more enterprises have been on the brink of failure and bankruptcy with the intensification of market competition, and bankruptcy cases caused by poor management of working capital are even more common. According to statistics, about

68% of enterprises go bankrupt because of the broken capital chain. In 2017, the Internet giant "LeEco" announced the rupture of capital chain, and in 2018, 10 domestic real estate enterprises declared bankruptcy due to the rupture of capital chain. In December 2018, Kangmei Pharmaceutical was investigated by China Securities Regulatory Commission for suspicion of illegal information disclosure. The financial reports disclosed in 2016-2018 are materially false. Therefore, preventing and controlling risks from the perspective of working capital management is an important topic for enterprises and relevant managers.

1.KANGMEI PHARMACEUTICAL'S WORKING CAPITAL REQUIREMENTS RISK

Table 1 shows kangmei pharma's best cash holdings from 2011 to 2018 and the changes of influencing factors. We can see that the optimal cash holdings of kangmei pharmaceutical rises sharply, especially in 2018, which means that kangmei pharmaceutical must keep more and more money to maintain its daily operation, on the demand of working capital will face greater pressure.

Table 1 Kangmei Pharmaceutical's best cash holdings and impact factors

year	2011	2012	2013	2014	2015	2016	2017	2018
operating activities working capital turnover period (days)	119.54	107.17	114.08	129.90	172.22	193.46	153.13	713.23
total annual cash demand (yi yuan)	64.19	111.19	128.79	171.68	191.71	227.63	243.87	248.29
optimal cash holdings (yi yuan)	21.32	33.10	40.81	61.95	91.71	122.32	103.73	491.91

table 2 shows the changing trend of working capital turnover in kangmei Pharmaceutical's business activities. The working capital turnover in kangmei Pharmaceutical's operating activities showed an improved trend from 2011 to 2012, which dropped to the lowest level in 2012. However, Kangmei Pharma's working capital turnover period has

rebounded significantly since 2013, and it was significantly higher than the average level of the pharmaceutical industry in 2015, 2016 and 2018. In other words, the turnover of working capital in Kangmei Pharma's business activities slowed down significantly, thus leading to the increased risk of working capital demand.

table 2 Working capital turnover period of operating activities

	2011	2012	2013	2014	2015	2016	2017	2018
经营活动营运资金周转期 (康美药业)	119.54	107.17	114.08	129.9	172.22	193.46	153.13	713.23

经营活动营运资 金周转期（行业 均值）	128.83	68.13	137.32	114.64	98.18	122.49	196.81	164.73
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Analysis of reasons for the decline of kangmei Pharmaceutical's profitability in the past two years Table 3 lists the profit of Kangmei Pharmaceutical from 2011 to 2018. In order to analyze the reasons for

the continuous decline of profits in the past two years, it is necessary to focus on the analysis from perspective of monetary fund.

Table 3 Kangmei Pharmaceutical's earnings from 2011 to 2018
unit:100 million yuan

	operating profit	increase (%)	profit total	increase (%)	net profit	increase (%)
2011	11.48	44.58	11.80	41.66	10.05	40.36
2012	16.97	47.82	16.93	43.47	14.41	43.38
2013	21.79	28.40	22.14	30.77	18.80	30.46
2014	26.66	22.35	27.07	22.27	22.86	21.60
2015	32.18	20.71	32.43	19.80	27.56	20.56
2016	39.58	23.00	39.88	22.97	33.37	21.08
2017	28.86	-27.08	28.77	-27.86	21.44	-35.75
2018	13.59	-52.91	13.62	-52.66	11.23	-47.62

Table 4 shows the monetary capital and the ratio of total assets in Kangmei Pharmaceutical. It can be seen that the monetary capital of Kangmei Pharmaceutical has decreased significantly since 2016, accounting for only 4.32% of the total assets in

2018. It can be speculated that the profit decline of Kangmei Pharmaceutical in the past two years may have something to do with the substantial decrease of monetary capital.

Table 4 Kangmei pharmaceutical's monetary capital and proportion
unit: 100 million yuan

	average balance of money funds	average balance of total assets	proportion of monetary capital
2011	45.41	117.23	38.74%
2012	62.14	165.98	37.44%
2013	73.01	201.05	36.31%
2014	92.41	250.65	36.87%
2015	129.02	329.92	39.11%
2016	215.72	464.65	46.43%
2017	157.66	600.58	26.25%
2018	30.23	699.60	4.32%

2. SUGGESTION ON INTERNAL CONTROL OF KANGMEI PHARMACEUTICAL WORKING CAPITAL

2.1 strengthen the use of idle cash

As mentioned above, Kangmei Pharmaceutical reserves a large amount of monetary funds. Although it improves the liquidity of funds, the low profitability of monetary funds reduces the profit rate of total funds. The reason why kangmei Pharmaceutical reserves a large amount of monetary funds is to expand the industrial chain and build long-term engineering projects in the future, such as the phase II project of Chinese medicine production base, the Chinese Medicine Industrial Park project of China-Asean Kangmei Yulin, etc. In the future, it will also launch other new projects. The promotion of these projects cannot be done without financial support, while reserve money is bound to affect profitability.

In order to maximize the return of idle funds, Kangmei Pharmaceutical should establish a budget for the use of monetary funds and reasonably

determine the cash holdings. Investment activities can be carried out according to the length of expected demand for monetary funds, such as within 3 months, 3-6 months, 12 months, the investment period is limited to one year, because it considers appropriately the profitability under circumstances of without affecting the liquidity. Funds needed to supplement operational activities at any time shall be short-term funds, which shall be deposited with the bank in the form of bank deposits, taking into account its liquidity; If long-term projects need to invest funds in the near future, their profitability should be appropriately improved under the condition of ensuring liquidity. They can be invested in bonds or financial products within three months, with a maximum of not more than six months. For funds that are expected to be invested in a long period of time, more consideration can be given to their profitability. There are two suggestions. One is to invest in low-risk financial products within one year, which will not lose principal due to market fluctuations, but can basically guarantee their

reasonable returns. The second is to invest in its supply chain finance business, using the funds as one-year loans in the form of pledge, and lending to the suppliers who need capital, which can not only guarantee the profitability of the funds, but also guarantee the security of the funds through pledge. Developing supply chain finance can not only relieve the financial pressure of suppliers, and make the procurement activities of suppliers proceed smoothly, but also accelerate the turnover of working capital, reduce the risk of working capital demand under the influence of business mode, so as to realize the maximization of interests of stakeholders.

2.2 Increase the supply of long-term funds

The previous study found that Kangmei Pharmaceutical's turnover period of working capital is increasing after 2012, which indicated that the recovery rate of working capital was significantly slower, also leading to an increase in the demand for working capital. But at the same time, in the supply of working capital, the proportion of short-term financial liabilities is obviously increased, which indicates that Kangmei Pharmaceutical's long-term investment in short-term bonds is very serious. In order to cope with the extension of working capital turnover period, it is suggested that Kangmei Pharmaceutical should increase long-term capital supply when raising working capital, ensuring the stability of working capital supply and reducing the risk of working capital management.

The long-term supply of working capital can also be divided into long-term debt and equity financing. During the study period, the ratio of Kangmei Pharmaceutical's asset-liability was always higher than the average level of the industry, and the gap was still increasing in the past two years. Too higher the asset-liability ratio, tending to make creditors question the solvency of enterprises and have some scruples when lending to enterprises, thus affecting the debt financing of enterprises. In recent years, Kangmei Pharmaceutical's development prospects is good, but the stock price has been undervalued, indicating that Kangmei Pharmaceutical's equity financing ability is strong. Therefore, Kangmei Pharmaceutical can strengthen equity financing and raise funds through stock issuance, which can not only improve the stability of working capital supply, but also optimize the capital structure, reduce the asset-liability ratio, enhance creditors' confidence in the enterprise's debt paying ability, and thus improve

its debt financing ability.

2.3 Mortgage idle assets to activate funds

Kangmei Pharmaceutical's working capital turnover has been greatly extended in production channels since the development of TCM planting and TCM city project, which is much higher than the industry average. The reason may be the long growth cycle of Chinese herbal medicine planting and the long construction cycle of Chinese herbal medicine city project. Unlike inventory goods, these assets can not be realized quickly, which increases Kangmei Pharmaceutical's demand for working capital and thus its management risk.

Although expendable biological assets and their development costs are an asset, they cannot directly contribute to the operation of an enterprise, nor can they be realized in a short term. Therefore, they can be regarded as an "idle asset" of an enterprise. So are there measures to put these assets to good use? The paper argues that Kangmei can use these assets as collateral to borrow from banks, thus enhancing its debt financing ability. Although Kangmei Pharmaceutical has a lot of monetary fund reserves, the reserves are used according to the original plan, and after the investment of monetary funds in short, medium and long, the short-term funds may be insufficient. Therefore, in order to make short-term financing more secure, Kangmei Pharmaceutical can sign working capital credit agreement with banks. First, these idle assets collateralized in banks can not only reduce the risks of banks and increase the security of banks, but also reduce the debt financing cost of Kangmei Pharmaceutical. Secondly, by means of working capital agreement, Kangmei Pharma's capital can be replenishment in a timely manner, making the supply of working capital more flexible and more secure, so that Kangmei Pharma's working capital risks can be controlled.

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Issue in Management of Enterprises

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Abstract: As for the development of society, more and more medium sized enterprise (SME) experiencing growth in order to become a multi-national enterprise (MNE) currently, this essay prefer to through business cycle to explain the importance of expansion overseas business, and analyze the advantages and disadvantages of process during expansion.

Keywords: medium sized enterprise, business cycle, expansion overseas business

There is a heated debate that a medium sized enterprise (SME) experiencing growth in order to become a multi-national enterprise (MNE) currently. Multinational company mainly refers to the monopoly enterprises in developed capitalist countries which set up branches in other world through foreign direct investment to engaged in international production and operating activities (Wang, 2008). Some famous multi-national enterprises are all come from small medium sized enterprises that do lots of efforts for foreign direct investment, for example Samsung and MacDonal'd's. This essay would first analysis the importance of finance position at each stage for the SME's growth towards becoming a multi-national enterprise with global operations and then evaluates the positive and negative impacts of globalization. Furthermore, there still use libraries and internet as resources to bring evidences and supports for the whole essay.

There are four periods of business cycles for most of companies and enterprises which are peak, recession, though and expansion (Appendix 1) (Romer, 2015). Most companies will choose peak and expansion periods for gather assets and money for preparing to become multi-national enterprise and the reason is enterprise will have much more power and experiences to developed its business for globalization in these two periods (Sherman, 1989). As for developed business to globalization, finance will be a quite important position and this essay will bring five aspects in each stage that a medium sized enterprise (SME) growth to a multi-national enterprise.

First of all, sufficient funds are the most important aspects for a medium sized enterprise, which can also be said that enough of assets and money will be a basic thing to give support for the normal develop of enterprise (Schmidheiny, 1992). The reason is sufficient funds could help enterprise have much more chance to promote innovation and new products technology that will play vital role in develop the

scope of business. Enough funds will also help a medium sized company have more confidence to promise the normal turnover of operation and the innovation of technology and new products developed also could help enterprise received much more profits at the same time.

The most important stage is trying to open overseas market and attract other shareholders for investment as for a medium sized enterprise that growth to a multi-national enterprise. It can also be said that attract others for investment can help enterprise have much more chance to make foreign direct investment and promote the range of products. The reason is recruit other investments could help enterprise set up companies overseas and recruit different departments which will be the first step of open market abroad. However, recruit investments will also be difficult for management and found in developed the size of company, which means the managers of small medium sized enterprises need to give promises to shareholders that bring largest benefits and interests during the period of investment. As for shareholders also need to consider the risks and other factors which could give influences to the process of investment that could reduce the dangerous of recruiting.

As for a medium sized enterprise which becomes a multi-national enterprise, the fiscal policy which means the countries developed the rules of financing and fiscal according to the politics, economy and social development (Arrow and Kurz, 1970). As for the fiscal policy, company need to first know about what the fiscal policy is in another country and trying to upload the different directions of developing for a multi-national enterprise. Moreover, the fiscal policy in different countries also needs to be considerable and enterprise still need to combination with other factors to make decisions.

Another one of finance in stages of becomes to a MNE is trade which means the activity of different countries that exchange goods and services for cooperation and communication (Krugman, 1979). As people known that all the countries have different policy of trading which including taxation, policy and so on. When a medium sized enterprise trying to become a medium sized enterprise, the experiences and raw materials need to be trading to another country and even some enterprise may also trying to set up company as foreign production and sales subsidiary which help the main enterprise to open its oversea markets. However, open an overseas market may need enterprise to know about the trade policy in

another country or whether it is cooperate friendly with the host country which may give lots of influences to the development of overseas market and the smooth degree. The manager of the multi-national enterprise also needs to consider the chosen of overseas market carefully and reduce the risk of failure in the process of to be a multi-national enterprise.

After a medium sized enterprise which becomes a multi-national enterprise, another finance aspect that needs to be considered is different system in other countries, for example, accounting system and financial department system (Blake and Gao, 1995). There is a good example that can explain this phenomenon, if a medium sized enterprise set up in the UK and prefer to open its overseas market in China and it may know about the accounting system in China and trying to compare with the UK accounting system. As for China, the accounting system is China's own traditional accounting system and the UK is using the international accounting standard system, which means the accounting rules, the rules of financial report and methods of record accounting report are all quite differences between these two counties (Choi, Mueller and Choi, 1984). There are still many problems because of different accounting system between these two countries. On the one hand, the financial report for investors which means different accounting system may cause the different methods of recording each item and some investors may difficult to find out the item they prefer, and the investors may also difficult to make decision of whether to invest the program because of known little about financial system in another country. On the other hand is the differences of record in different item may cause the different profits for company and bring illusion for decision maker, it could be explained that the different habits of record in financial report may bring different loss of using for company and the net profits of the company may also be difference because of the different calculation (Blake and Gao, 1995).

It could be seen clearly that globalization will be appeared when many medium sized enterprises become multi-national enterprises and it will still bring many positive and negative aspects not only for enterprises, but also for different countries, this essay will also discuss its advantages and drawbacks.

As for the positive aspects for globalization, it could be dividing into three aspects. The first one is practical technology, management experience and innovation spirit could be exchange in different countries which means people could learn new knowledge from globalization and exchange experiences from other countries, it could help enterprise to received advanced ideas and make decisions according to the development of society (Jayasuriya, 2001). The second one is help the overseas market solve the problems of pressure in

finding jobs, new enterprise set up in another country need to recruit new employees in local and help to developed the enterprise tend into localization, it could also bring much more opportunities for people to find job and help the country to decline the pressure of large part of collapsed, it can also be explained that many countries are quite enjoy to receive foreign direct investment to solve problems in society (Hay and Marsh, 2000). The last one is globalization could help enterprise to set up a modern management rules which means globalization may help the enterprise have a complete management rule and catch up the modern society, it will help enterprise have advanced experiences to face the problems from globalization and the risk from financial and economic crisis.

As for the negative of globalization, it may also be able to divide into two aspects. The first one is competition with the national industry, it could be explained that the new enterprise may occupy the foreign market and give lots of influences to the development of national industry and the percentage of original market will also be declined because the large part of foreign industry occupy the market, it can also said that the national industry also need to think out the methods to against the foreign industry and trying to find out the best way to support the development (Yang, 2016). Another one is globalization may make the development countries and developed countries have a large distance on balanced in economy, in other words, many enterprise always prefer to open its overseas market in developed countries and have little consciousness on development countries which have seldom chances to received new experiences and management methods, as for the developed countries, it may have more ways to received foreign new industry experiences and make original market more enrich which means the balanced of economy situation will be not being stable between developed countries and development countries (Mosley and Uno, 2007).

In conclusion, it could be seen clearly that this essay was first analysis the importance of finance in each stage of a small medium enterprise growth towards becoming a multi-national enterprise with global operations and it divided into five different aspects for an enterprise which development in each stages, which are sufficient funds for enterprise to turnover, it could help enterprise developed its business and open its new products market in the first period of set up a small medium enterprise. The second one is attract investors for investment and help enterprise have more money to open its overseas market. The next two aspects are fiscal policy and trade situation that need enterprise to be considerable, which are the quite important points that need enterprise to make research and think carefully before to be a multi-national enterprise. The last aspect is

accounting systems and financial department system in another country which could be explain that different accounting system may cause different methods of calculation of profits and sales, it will also give much more influences to the investors and shareholders.

In the second part, this essay also analyze the positive and negative influences of globalization, as for the positive aspects which could be seen in practical technology, management experience and innovation spirit for exchange, solve the problems of pressure in finding jobs and set up a modern management rules for enterprise. As for the negative aspects, pressure of competition with the national industry and large distance on balanced in economy between development countries and developed countries are also shown clearly in globalization. However, this essay still needs to give suggestion for enterprise that the decision maker need to make research carefully on markets and trying to choose a more stable country for investment that reduce the risk for open overseas markets. Moreover, the resources in this essay are all come from secondary data analysis and the result maybe changed according to the different resources.

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On the Integration of Education in Ideology and Politics and Employment Guidance Education in Colleges and Universities in the New Era

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Abstract: Colleges and universities are one of the important places to cultivate talents and the backbone of China's social development and national development. In the new era, higher education pays more attention to the quality-oriented education of talents and ideological education, and carries out employment guidance education during the period of school to guide students' employment and improve their employment rate, as well as providing an important force for China's development and social development. Therefore, in the new era, it is a matter worth exploring that how to combine the education in ideology and politics and employment guidance education in colleges and universities, give full play to their strengths to strengthen students' ideological education and enhance their employability. This paper explores the ideological and political education policy in the new era, and puts forward the strategies for the integration of education in ideology and politics and employment guidance education in college education.

Keywords: New era; Higher education; Education in ideology and politics; Employment guidance education

INTRODUCTION

In the new era of increasingly complex social competition and increasingly severe competition trend, the quality-oriented education of talents has become the focus of attention. College education is an important content of cultivating students' quality, which plays an important role in the formation of students' quality and their ideological and political concepts. In addition, carrying out employment guidance education for students in colleges and universities helps students to understand the current employment situation and to make reasonable planning for future career development, so as to promote the orderly development of students.

1. THE SIGNIFICANCE OF THE INTEGRATION OF EDUCATION IN IDEOLOGY AND POLITICS AND EMPLOYMENT GUIDANCE EDUCATION IN COLLEGES AND UNIVERSITIES

In the new era, the education in ideology and politics

in colleges and universities is to teach students the established moral standards, political concepts, and ideological concepts through special education content, education concepts, and education classroom, so as to guide the positive development of students' ideological and political concepts, improve their ideological and political awareness and quality level, and promote students' all-round development. To carry out employment guidance education in colleges and universities is to help students analyze the current complex employment trends and forms, enable students to tap their own abilities and characteristics, and help students find the right direction of employment. Furthermore, it helps to improve their employability, help students carry out employment planning, and promote their better employment. In higher education, education in ideology and politics and employment guidance education complement and promote each other. Therefore, the integration of education in ideology and politics and employment guidance education in higher education can help students develop and improve in an all-round way, and promote the formation of high-quality guidance education. In addition, the integration of education in ideology and politics and employment guidance education in colleges and universities improves students' comprehensive competitiveness, and helps students form a good outlook on life, values and development, so that students can correctly deal with the current employment situation and reasonably judge the employment development. What's more, it is necessary to constantly improve their quality, meet the talent requirements of the current society, and guide students to form a good sense of social responsibility, so that students can actively treat the difficulties and setbacks in the process of development, and constantly become a talent with high-quality and high professionalism.

2. STRATEGIES FOR THE INTEGRATION OF EDUCATION IN IDEOLOGY AND POLITICS AND EMPLOYMENT GUIDANCE EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 To build a team of teachers with the ability of education in ideology and politics and employment

guidance education

In the face of different educational development directions and ideas in the new era, colleges and universities need to formulate new educational methods and ideas to meet the needs of social development and talent training, comprehensively improve the quality of students' education, and integrate education in ideology and politics with employment guidance education, which is a new reform in the new era. In order to promote the effective and orderly development of the integration of education in ideology and politics and employment guidance education, it is necessary to establish a high-quality teacher team with both education in ideology and politics and employment guidance education. Therefore, colleges and universities can attach importance to the idea of the integration of education in ideology and politics and employment guidance education, vigorously promote the integration, and provide professional support for their integration, such as teacher support, content support, and quality support. Teachers in charge of education under the integration of political education and employment guidance education need to have the quality education knowledge, employment guidance knowledge, psychological knowledge that they impart, and need to understand the current employment situation. In addition, the integration of education in ideology and politics and employment guidance education is a new education mode, which has relatively little experience in this aspect, increasing the difficulty and challenge of education. Therefore, a team of teachers with high professional ability and high quality are required to ensure the integration quality of education in ideology and politics and employment guidance education in colleges and universities.

2.2 To innovate education methods

In the new era, the integration of education in ideology and politics and employment guidance education in colleges and universities is an education method boldly proposed under the background of the new era, and colleges and universities need to innovate educational methods and education, organically integrate education in ideology and politics and employment guidance education, and improve the educational methods and educational concepts that integrate education in ideology and politics and employment guidance education, so as to fully realize the goals of education in ideology and politics and employment guidance education in the classroom, and fully demonstrate the significance of the integration of political education and employment guidance education. For example, in a classroom integrating education in ideology and politics and career guidance education, multimedia technology should be fully utilized to enrich the width and depth of the classroom and the education form of the classroom. The teaching content can be combined

with the Internet platform that students are interested in to attract students' attention, allow students to participate in teaching through their familiar Internet platform to stimulate their interest in learning, and implement the student's main concept. At the same time, in the education process, it is necessary to follow the individual development status of students, and formulate diversified educational content according to the different situations, different ideals, different directions, and different work intentions of the students, so that students can find the education contents that fit their own development needs in the process of education, and promote students' diversified development and personalized development. In addition, teachers can also use the big data processing technology in Internet technology to analyze the current employment trends, employment development situation, and career development prospects through the big data analysis technology, and develop targeted career analysis and thinking for students. The content of the courses such as political quality requirements, employment trends and employment guidance are targeted to strengthen the competitiveness of students, so that students can improve their overall abilities in the fiercely competitive employment environment that help students get a smooth job.

2.3 To establish a complete system of integration of education in ideology and politics and employment guidance education

In the new era, the educational model for the integration of education in ideology and politics and employment guidance education in colleges and universities needs to rely on a sound education system, so that education can be carried out in an orderly and planned manner, and the quality of teaching and education is guaranteed. And it is also an integrated guidance system for employment guidance and education. Therefore, colleges and universities need to establish a complete system in the process of carrying out the integration of education in ideology and politics and employment guidance education, analyze the current education situation, point out the advantages and disadvantages of the integration, and correct the shortcomings, and then promote the healthy and effective development of education in ideology and politics and employment guidance education in colleges and universities. In addition, in the system of education in ideology and politics and employment guidance education in colleges and universities, education policies and concepts need to be clarified, so that the process of integrating education in ideology and politics and employment guidance education can be adjusted around the target concepts and policies. On the premise of not deviating from the goal of education, it can achieve the educational effect of comprehensively improving students' educational needs and employment guidance needs.

3. CONCLUSION

In the new era, the education of colleges and universities has different directions. Combining education in ideology and politics with employment guidance education, strengthening teachers, building a perfect system and innovating education methods can promote the all-round development of students, improve their employment competitiveness and enhance their understanding of social employment, and to cultivate high quality and high ability talents for the society.

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Exploration of Path of Ideological and Political Theories Teaching in the Course of Principles of Economics

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Abstract: In the teaching courses in universities, the general courses of humanities and social sciences include Principles of Economics which is also one of the core and basic courses in the teaching courses. While teaching the course of Principles of Economics, education in ideology and politics is penetrated into to deeply explore the educational resources in general courses. It has positive significance for promoting the reform of ideological and political education methods and improving the assessment and evaluation of ideological and political education. The author discusses the necessity of ideological and political theories teaching in the course of Principles of Economics, and focuses on the exploration of the path of ideological and political theories teaching.

Keywords: Principles of Economics; Curriculum education; Ideological and political theories teaching; Realization path

INTRODUCTION

Education itself is an activity for cultivating people based on the needs of society, and the curriculum of education is one of the basis for the recipient to receive physical and mental development. Principles of Economics is the economic theory of Western countries. When launching education in Chinese universities, more attention should be paid to integrating ideological and political theories teaching into the course to guide and teach students with correct values, so that students can correctly view the western economy.

1. THE NECESSITY OF IDEOLOGICAL AND POLITICAL THEORIES TEACHING IN THE COURSE OF PRINCIPLES OF ECONOMICS

There is still a lot of knowledge worthy of our study and integration in the principles of western economics. Colleges and universities should correctly guide students on the basis of correct values, lead them to analyze morals from the perspective of ethics, and learn from the perspective of dialectics. Is it necessary to carry out ideological and political theories teaching in the Principles of Economics? The 19th National Congress of the Communist Party of China attaches great importance to the education policy. It is the fundamental task of the Party to cultivate people with morality. It is still a key task to promote the fairness of education and cultivate

outstanding and healthy socialist successors and builders. General Secretary Xi Jinping also attaches great importance to the work of ideological and political education in colleges and universities. He pointed out that cultivating people with morality is the central link of education, and that ideological and political education should run through the entire teaching process, so as to realize the whole process of educating people and all-round education. But at present, many colleges and universities in our country still show their two-sidedness when facing the work of ideological and political education, professional teaching and ideological education are not well integrated, and the resources of ideological and political education are not fully tapped. In fact, it is more effective and persuasive to combine professional education knowledge to improve ideological and political education. All in all, it is worthy of recognition to start from the professional knowledge of Principles of Economics, correctly guide students to study, and treat them dialectically from morality and values.

2. THE PATH OF IDEOLOGICAL AND POLITICAL THEORIES TEACHING IN THE COURSE OF PRINCIPLES OF ECONOMICS

2.1 To pay attention to the teaching content

Principles of Economics itself is rich in the content, and it is important for the choice of teaching content in general courses. In order to better integrate the knowledge of Principles of Economics and ideological and political theories teaching, we need first of all to adjust the teaching content. Students' demand for knowledge is more urgent, they follow the teaching rules, so teachers need to start from the talent training objectives and subject advantages. In actual teaching activities, teachers should start from Marxism Leninism, Mao Zedong thought, Deng Xiaoping theory and the important thought of Three Represents, Scientific Outlook on Development, the thought and value of socialism with Chinese characteristics in Xi Jinping, and the excellent traditional culture of Chinese national country. Only by integrating the ideas of ideological and political theories teaching with knowledge of Principles of Economics and comprehensively designing teaching content, can we truly achieve knowledge transfer and value guidance, and can enhance the value selection

ability of college students and make classroom teaching an effective way of ideological and political education.

Specifically speaking, we can explore college students' consumption view from the consumer behavior theory. Consumer equilibrium is the core problem in the theory of consumer behavior. Learning this principle can help students realize consumption from a theoretical point of view. When teaching, we can appropriately increase the concept of impulse consumption, conspicuous consumption, comparison consumption and even pie consumption. It is possible to explore the concept of national conditions of college students from the theory of economic growth. Analyzing these irrational consumption can make students correctly understand the irrational consumption behavior and guide students to establish a more correct consumption concept. The core content of economic growth theory is to explain the puzzle of economic growth. Economic growth theory is relatively far away from students' life, but what students like is to combine economic growth theory with the reality of our country's economic development to help analyze the growth stage and development stage of our country's economy. It can also help students understand the actual level of our country's economic development and enhance their understanding of our economic development.

2.2 To innovate teaching methods

The teaching of Principles of Economics includes both in class teaching and out of class content. Ideological and political education itself includes many elements, which are injected into Principles of Economics. In the classroom, we attach importance to the effectiveness of discourse communication, while out of class, we guide students to integrate theoretical knowledge with social practice. Teachers need to pay attention to teaching activities in class. University teaching pays more attention to communication, that is, the communication between teachers and students, that between students and students. Through the discussion teaching mode, the question and answer teaching mode, the participation teaching mode or the inspiration teaching mode, we can actively stimulate students, change their status, and transform the teacher's whole speech mode into encouraging students to think actively. This method can effectively avoid students' silence and negative learning, which can imperceptibly penetrate the socialist core values into the hearts of students. From the perspective of curriculum, we can actively expand students' learning channels, fully use multimedia technology from library, Internet, image materials, etc., and cultivate students' cognitive ability from both perceptual and rational knowledge. The latest and typical economic cases can be introduced into the classroom to encourage students to use the basic knowledge and principles of economics more flexibly

and analyze simple economic phenomena. Outside the classroom, students can observe and analyze in communities, enterprises or villages according to the content of classroom teaching, and observe and solve problems from the knowledge of economics. Teachers need to attach importance to the integration of morality, guide students to observe with their eyes and think with their minds, so that students can analyze problems correctly and observe and summarize from the perspective of morality. Teaching outside the curriculum is suitable for guiding students to observe the contemporary value of economy, and it is also easy to enhance students' patriotism. There is no lack of a group of people with craftsmanship spirit in the society. While reviewing and thinking about economic knowledge, they also learn more about China from the excellent morality of the former people, fall in love with China, take root in the profession, and truly combine the national spirit with the profession for reform and innovation. After absorbing nutrition from the times and the society, students have a higher enthusiasm for the country and the nation, and finally maintain the style of hard work, high spirited positive attitude and unswerving patriotism.

3. CONCLUSION

It is basic and important to carry out the course teaching of Principles of Economics in university teaching activities. Ideological and political theories teaching can be integrated into the course teaching. First of all, we should adjust the teaching content, then explore the teaching methods, integrate theory with practice, and encourage students to really learn knowledge and improve their ideological level.

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On the Teaching Ideas and Practical Strategies of Ideological and Political Theories Teaching in the Cause of Economics

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Abstract: Ideological and political theories teaching in all courses is different from the usual ideological and political courses. It takes all kinds of courses and ideological and political theory courses in the same direction to form a synergistic effect. It is a kind of comprehensive education concept that takes cultivating people with morality as the fundamental task of education. The integration of ideological and political courses with the teaching of economics is the basic requirement of reforming education. Under the influence of ideological and political theories teaching in all courses, the teaching philosophy of economics major should be divided into three parts: cultivating students' theoretical analysis and practical ability, learning ability, and the spirit of scientific research, so as to promote students' all-round development.

Keywords: Economics major; Ideological and political theories teaching in all courses; Concept and practice

INTRODUCTION

With the progress of the times, the concept of ideological and political theories teaching in all courses has gradually become familiar to everyone and is widely used in the teaching of various majors. But there are still some problems in the actual teaching process. In the Opinions on Accelerating the Construction of High-level Undergraduate Education and Comprehensively Improving Talent Training Ability, it is clearly pointed out that teachers should comprehensively improve their teaching ability, cultivate people with morality, integrate ideological and political content in teaching, stimulate students' interest in learning, and guide students in the process of imparting knowledge. Students should have both ability and political integrity, and develop comprehensively. In addition to completing professional courses, they should also form a strong sense of social responsibility and have the ability to practice innovation.

1. THE TEACHING CONCEPT OF IDEOLOGICAL AND POLITICAL THEORIES TEACHING IN THE COURSE OF ECONOMICS

The teaching of economics is constantly reformed and innovated based on the development requirements of the times and the solution of major

theoretical and practical problems of economic and social development. It provides many teaching cases for the integration of ideological and political theories teaching in the course of economics. Under the influence of ideological and political theories teaching in all courses, the teaching philosophy of economics major should be divided into three parts: cultivating students' theoretical analysis and practical ability, learning ability, and the spirit of scientific research, so as to promote students' all-round comprehensive development, which is the embodiment of the cultivation of students' basic abilities to the noble sentiment. The first one is to cultivate students' theoretical analysis and practical ability, that is, learn to use economic methods to analyze economic problems in China and the world. This is the basic requirement for students' learning ability. It only requires teachers to teach students conventional theoretical knowledge and guide students in practical operation.

The second one is the cultivation of students' learning ability. In the process of building a learning society, the cultivation of students' learning ability is an indispensable ability. In the future study and work, students need their own learning ability to adapt to the ever-changing society. This is an improvement of the first ability. When meeting basic learning requirements, students also need to cultivate good learning habits and develop the habit of independent thinking and independent learning.

Finally, it is the cultivation of students' national identity and the spirit of scientific research. On the basis of completing the first two parts, fostering the students' national identity and the spirit of scientific research, as well as combining society with professional courses, is a requirement for students' comprehensive literacy. In the course of teaching, the teacher constantly explores the ideological and political education cases, and combines the characteristics of the course to give students the guidance of correct outlook on life, values, and world outlook, and cultivate students' patriotism. Ideological and political education is constantly permeated in daily learning, which is the classroom education in ideology and politics.

2. THE IMPORTANCE OF CLASSROOM EDUCATION IN IDEOLOGY AND POLITICS

From the perspective of students' future work, students majoring in economics often engage in finance or economy related industries after graduation. And the economy is an important factor affecting the development of the country, there are often more requirements for its job recruitment. With the continuous development of the Internet, financial technology means are also improving, such problems as Internet fraud and trafficking in information occur frequently, because the employees do not have high ideological and political literacy and lack professional ethics. This kind of crime has a great influence on people's life and the stable development of society. Therefore, it is urgent to implement classroom education in ideology and politics. Through the classroom education in ideology and politics, it can change the problem that less attention is paid to students' ideological and political education in the past teaching process, and improve the ideological quality and professional ethics of relevant personnel.

From the perspective of professional curriculum content, the use of classroom education in ideology and politics can improve students' independent thinking ability, stimulate students' national integrity, and correctly cultivate students' values, morality and world outlook. In the teaching process, it is not blindly cramming teaching for students, but study by relevant case analysis to strengthen students' understanding of the course content. In the process of teaching, it is necessary to mine relevant cases, guide students to analyze cases, and improve students' ability to analyze social problems by using economics professional knowledge.

3. PRACTICAL STRATEGIES OF IDEOLOGICAL AND POLITICAL THEORIES TEACHING IN THE COURSE OF ECONOMICS

3.1 To improve teachers' teaching consciousness

The teacher's duty is to teach and educate people, in addition to the teaching of professional knowledge, it should also include educating people, guiding students to form correct values, morality and world outlook. The fundamental purpose of ideological and political theories teaching in all courses is to improve students' ideological quality, that is to educate people. In the traditional teaching concept, education in ideology and politics should be the task of Marx College or ideological and political course, professional teachers only need to complete the guidance of professional course content. At the same time, the content of professional courses is various, the teaching task is heavy, and the class hour arrangement of students is limited. In order to complete the teaching on time, teachers often ignore students' ideological and political education. But these problems still exist due to the lack of awareness of teachers who can not combine ideological and political education and professional curriculum content. By clarifying the teaching objectives of

teachers, teachers are aware of their responsibility of teaching and educating people. In addition to the teaching of professional courses, teachers should also pay attention to the cultivation of students' ideological and moral character, national integrity, and values.

3.2 To optimize teaching methods and be brave in innovation

Integrating the course of economics into the ideological and political theories teaching should be different from the traditional teaching methods. It aims to arouse students' resonance, stimulate students' interest in learning, and achieve the purpose of Ideological and political education imperceptibly. With the rapid development of information technology, we can use Internet technology to assist teaching and improve teaching efficiency. Teachers can increase students' interest in learning by creating performance opportunities for students, such as using multimedia assisted teaching in classroom teaching to realize the development of flipped classroom. The essence of flipped classroom is to change the traditional teaching mode, take the students as the domination of learning, and the teacher formulates the appropriate teaching mode by combining students' individual characteristics, teaching content, and teaching schedule. Relevant content are released in advance before class to enable students to preview in advance. In the classroom, multimedia is used to interact with students to activate the classroom atmosphere. At the same time, combined with relevant economic cases or domestic and foreign practical hot topics, students are guided to use their knowledge for analysis. We should give full play to the advantages of flipped classroom, improve students' ideological literacy, and cultivate students' awareness of autonomous learning.

3.3 To improve teachers' ideological teaching level

As far as the current situation is concerned, on the one hand, most college teachers have not brought ideology and politics into the classroom in the teaching of economics majors, and their own understanding of ideology and politics is relatively simple, and they don't know how to integrate professional classroom with ideological and political teaching. On the other hand, some teachers have not used the new teaching tools produced in the Internet age in place, which makes it impossible to use innovative methods for teaching in ideological and political theories teaching in all courses. Therefore, first of all, colleges and universities should hold relevant lectures, invite experienced teachers to share the teaching methods, and strengthen the learning of relevant classroom ideological and political teaching methods. In addition, colleges and universities should strengthen the promotion of innovative teaching tools and improve teachers' use of teaching tools, so as to integrate classroom ideology and politics with the use of new tools. Furthermore, colleges and universities

should regularly hold teaching seminars classroom education in ideology and politics to improve teachers' understanding and knowledge of ideology and politics, share teaching experience with each other, inspire and promote each other, and improve teaching standards.

4. CONCLUSION

In the the process of ideological and political theories teaching in the course of economics, in order to ensure the efficiency of teaching in this area, it is necessary to continuously optimize the teaching methods to ensure the overall effect of teaching.

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Analysis on Shear Stress in Bond Layer of FRP Strengthened Concrete Beams

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Abstract: Concrete beams are widely used in housing construction, bridge construction and other engineering projects, mainly to play the load-bearing function. With the application of new materials in the reinforcement of concrete beams, the performance of concrete beams has been further optimized. FRP reinforcement is one of the types. In the analysis of shear stress of bond layer of FRP reinforced concrete beams, the results should be obtained based on relevant theories and through the process of premise analysis, stress analysis and considering different factors. This can not only provide support for the optimization and adjustment of this reinforcement method, but also accumulate experience for the analysis of other aspects of mechanical properties.

Keywords: FRP; concrete beam; adhesive layer; shear stress

1. THEORETICAL BASIS FOR SHEAR STRESS ANALYSIS OF BOND LAYER IN FRP STRENGTHENED CONCRETE BEAMS

Concept of shear stress: shear stress is a kind of stress. The so-called stress refers to the comprehensive force produced by the internal structure of an object after deformation to resist deformation and try to restore to its original state. Specifically, the stress can be divided into two kinds: one is normal stress, which is perpendicular to the cross section of the object; the other is shear stress, which is tangent to the cross section of the object. The external force corresponding to the shear stress has the characteristics of opposite direction and equal size, but it will produce "shear" effect because the action points do not coincide. If the action points coincide in a certain state, it means that the shear stress disappears.

Principle of mutual equivalence of shear stress: as shown in Figure 1, dx , dy and δ respectively represent the shear stress generated by the action of adjacent sections, and the object keeps balance in the current state, indicating that the three shear stresses will have external forces with the same value but opposite direction. This kind of stress, which is perpendicular to the intersection line of two planes, points to or deviates from the intersection line, is reciprocal in pairs, also known as shear stress reciprocal principle. The state in which there is no normal stress and only shear stress is called pure shear, but it is difficult to achieve this state in practice,

that is, the normal stress must exist and the object must be deformed. The interaction principle of shear stress is still valid in the case of object deformation. Even if the existence of normal stress may lead to deviation, the influence on the actual calculation is very small.

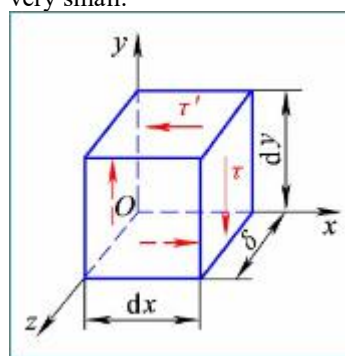


Figure 1
2. ANALYSIS ON SHEAR STRESS OF BOND LAYER OF FRP STRENGTHENED CONCRETE BEAM

2.1 Analysis of the premise

The analysis of shear stress in bond layer of FRP strengthened concrete beams can not only rely on theoretical reasoning, but also go through specific test process. In the test process, strain gauge is used to measure the internal strain of the structure, and then the corresponding numerical method is used to analyze the shear stress distribution of the bond layer of FRP strengthened concrete beams. Because some conditions and states are difficult to achieve in reality, it is necessary to make assumptions before the test, such as assuming that the adhesive layer is in the state of equilibrium stress, in order to create ideal stress boundary conditions and avoid the influence of small external factors on the test results. In the primary stage of load analysis, it is necessary to assume uniform load, in order to create uniform distribution conditions of load on the object, so as to better understand the load effect by reducing the difficulty of calculation. After entering the intermediate stage, concentrated load, symmetrical load, antisymmetric load and other load types which are difficult to calculate will be studied. In addition, in the specific test process, it is assumed that the concrete beam, FRP material and bond layer belong to linear elastic body, that is, the external load and deformation degree follow Hooke's Law, showing a direct correlation; [1] the shear stress analysis of

bond layer of concrete beam is mainly longitudinal shear, while the transverse shear is ignored; the thickness and bending stiffness of FRP material are temporarily ignored, and the normal stress of bond layer is not enough to affect shear stress.

2.2 Stress analysis

Stress analysis needs to be applied to equilibrium differential equations. The connotation of equilibrium differential equation is that the resultant force of X-axis, Y-axis and Z-axis is zero. Based on the vertical intersection model of adjacent sections, the forces of concrete beams in the X-axis direction include shear force, axial force, tensile force and pressure. The axial force is perpendicular to the shear force, and the resultant force of the two forces will have a certain angle with the X-axis, and this angle will change under the action of other forces. The direction of shear stress in the X-axis direction is opposite to the extension line of the included angle, and the magnitude is equal to the combined result of many external forces. The shear stress of Y-axis and Z-axis can be calculated by the same method, and the shear stress of the whole model can be obtained by adding the three calculation results with vectors. When analyzing the shear stress of bond layer, the shear stress of concrete beam and FRP material should be considered. The purpose is to judge whether the joint effect of concrete beam and FRP material is up to the standard through the shear stress distribution of bond layer. If it is not up to the standard, it needs to be improved from many aspects. [2]

2.3 Considering different factors

The above test process and analysis process are based on the assumption of some conditions, but there are many factors in the actual situation, so it is necessary to introduce specific factors to analyze the shear stress of bond layer of FRP strengthened concrete beams. The first is the shear modulus of the adhesive layer. [3] It can be seen from Figure 2 that with the increase of shear modulus of the adhesive layer, the shear stress is obviously strengthened, but when it increases to a certain extent, the shear stress stops growing and shows a downward trend. The second is the bond thickness. The test can be seen in Figure 3. It can be seen from the figure that the shear stress increases with the increase of the thickness of the adhesive layer, especially near the end, which fully indicates that the stress concentration at the end will become more severe with the increase of the thickness of the adhesive layer. The last is the paste length. The test results are shown in Figure 4. It can be seen from the figure that the effect of FRP bonding length on the shear stress of adhesive layer is very obvious, but the shear stress tends to be stable after 2cm from the end.

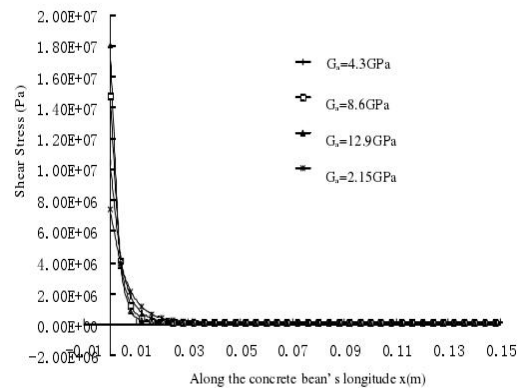


Fig. 2 Relationship between shear modulus and shear stress of adhesive layer

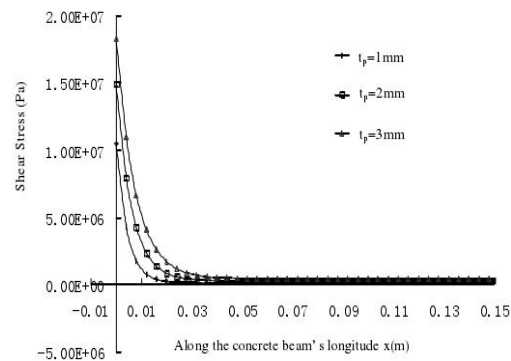


Fig. 3 Relationship between bond thickness and shear stress

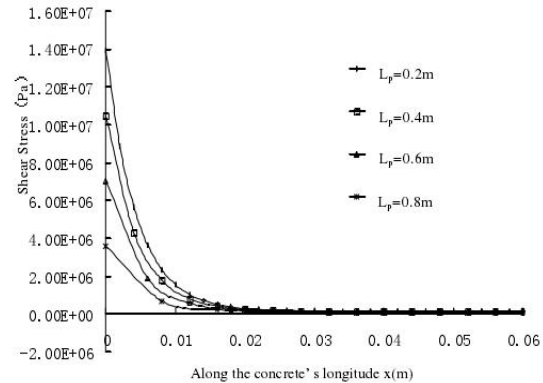


Fig. 4 Relationship between sticking length and shear stress

3. ANALYSIS AND SUMMARY OF SHEAR STRESS IN BOND LAYER OF FRP STRENGTHENED CONCRETE BEAMS

3.1 Selection of shear modulus of adhesive layer

Based on the above experimental results, it can be known that the shear modulus of the adhesive layer has a great influence on the shear stress, and as the main component of the adhesive layer, the adhesive should be carefully selected. The greater the elastic modulus of the adhesive, the greater the shear modulus, which means that it can withstand greater shear force. However, when it exceeds a certain limit, the stress concentration phenomenon becomes more prominent. Although FRP material belongs to the

type of plastic material, it will also affect the service life of component materials, resulting in potential safety hazards and waste of resources, if it is in the state of stress concentration for a long time. In addition, the bonding performance and toughness of adhesive should also be paid attention to, which will more or less affect the mechanical properties of adhesive layer. [4]

3.2 Selection of adhesive layer thickness

The bond layer mainly plays the role of connecting FRP material and concrete beam. Based on the analysis in Figure 3, when the thickness of bond layer is within a certain range, the increase of thickness will lead to the increase of shear stress. The reason is that the increase of external tension on the bottom surface of concrete beam will cause the shear stress change of bond layer to be more obvious, and the shear stress can be transmitted faster due to the limited thickness. When the thickness of the bonding layer exceeds the corresponding limit, the external tension on the bottom of the concrete beam will continue to increase, but with the decrease of the shear stress transmission efficiency and the increase of the probability of material defects such as sharp corners, holes and notches, the stress concentration is more likely to occur, especially at the end position. [5] In many shear stress tests, it is usually assumed that the stress distribution in the thickness direction of the adhesive layer is uniform, but when the thickness exceeds the limit, this assumption is no longer tenable. Therefore, the thickness of the adhesive layer should be considered in the shear stress test, which is not only conducive to obtain more accurate shear stress analysis results, but also provides a basis for the selection of the thickness of the adhesive layer.

3.3 Paste length selection

Based on the analysis of Figure 4, the longer the bonding length, the smaller the shear stress of the bonding layer, and the shorter the interval required for the shear stress to stabilize. In practice, the effect of improving stress concentration by extending the bond length will be weakened if the length of

concrete beam is limited because the bond length is limited by the external space. In view of this situation, the selection of paste length should match with the concrete beam, and try to arrange before doing good, so as to avoid wasting paste materials. In addition, except for the bonding method, other strengthening measures can be taken to optimize the strengthening effect, such as installing U-shaped anchor or ring anchor at the end of FRP material, in order to release the stress at the end to alleviate the stress concentration.

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Implementing Video-Recording Tasks in Chinese EFL Classroom for Promoting Learners' Speaking Performance

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Abstract: As rapid development of educational technology around the world, it is the newest trend for language teachers to implement technology into the classroom in order to promote learners learning, especially their speaking competence.

Keywords: video-recording tasks, speaking performance, Chinese EFL class.

1. INTRODUCTION

Nowadays, it is the current trend to integrate some kind of technology into the language classroom. The idea of bringing educational technology into developing countries has always been appealing.[1] No matter whether it is a video clip or web source that is implemented, it can always easily attract learners' interests and activate their schema of learning. Although it is not compulsory for teachers to implement technology into classroom, students of the current generation are eager and ready to accept educational technology such as Facebook.[2] There is an increasing demand and expectation for teachers at all levels of instruction, including post-secondary level, to be aware of and to implement technology in teaching practices in order to enhance student learning outcomes.[3] Therefore, in order to meet those needs, it would be of significance for teachers to implement technology. Moreover, if you take a broad view of present Chinese education and the language classrooms, it is not difficult to find that it is more teacher-centered and product-oriented which means there are no or little communicative activities and students are less talkative in class.

2. CURRENT EDUCATION AND EDUCATIONAL TECHNOLOGY IN CHINA

2.1 Chinese efl classroom

China has a long history and tradition of testing and examination. This tradition of using examinations for selection is still evident in the current education system in China.[4] Given its educational system that encourages test-driven pedagogy; most EFL learners in Taiwan often do not have much access or chance to speak the target language.[5] This situation remains the same in mainland China. There is an extremely important exam called College Entrance Exam which most of Chinese students take very seriously. Therefore, before college, everything that is related to English is for that exam: completing exercises,

writing papers, working on different tests, etc. However, there is no speaking test including in that exam which is the reason why less attention is paid to learners' speaking ability. Even if you take a look at the curriculum, it is easy to draw a conclusion that learners' speaking competency is ignored and not taken seriously as other three basic language skills. And because of that, Chinese students are traditionally viewed as more likely to remain silent in classroom dialogue, and to be less active in classroom participation (as cited in [6]), which leads to their lack of fluency and accuracy in language speaking and makes a vicious circle.

2.2 Educational technology in china

Educational technology as one of the significant components in the field of education is widely spread and highly prized all around the world. As Xu and Jiao[7] mentioned, the development of educational technology as a discipline in China could be divided into three stages: formation stage (from 1930s to 1949), development stage (from 1949 to 1978), and rapid development stage (from 1978 to the present), which shows that we are in the latest stage currently. And nowadays, organizations with full-time or part-time staff in educational technology management have been in operation in most of the 2,000 universities or colleges, in more than 20,000 vocational schools and in 50,000 middle and elementary schools in China,[8] from which we can say that educational technology is definitively growing and popularizing in China.

3. VIDEO-RECORDING TASKS ACTION-BASED RESEARCH IN EFL CONTEXTS

Since the rapid development and popularization of educational technology in 21st century, the use and integration of technology in EFL classroom has attracted lots of educators and researchers and several action-based researches have been carried out. Kirkgoz[9], for example, carried out an action research in a state university in Turkey on the contribution of the blended approach, in this case, blended with the video-recording feature, to the improvement of students' speaking skills. By the end of the study, analysis of the video recordings of 28 freshmen' pre- and post- speaking tasks, informal interviews with the students, and a written evaluation survey showed positive outcomes and also indicated

that the use of video camera as a technological tool had a positive impact on students' speaking performance.

In addition, Göktürk[10] conducted another action study in a university in Turkey to examine whether digital video recordings would contribute to the enhancement of EFL learners' oral fluency skills as well. In this study, 10 EFL learners as participants completed modified IELTS-based pre- and post-speaking tests. By analyzing and comparing the scores, the result showed that learners' overall speaking proficiency improved; however, it did not lead to a significance improvement in learners' oral fluency. Nevertheless, the study also found out that integrating video-recording tasks helped the learners with their self-confidence and encouraged them to take risks with the target language.

4.CONCLUSION

Several studies have been carried out in different settings[9-10]. One of the biggest problem of Chinese students is the speaking performance. Through this research, a practical method can be considered and applied in Chinese EFL classrooms by the teachers.

From all the articles that were found and cited [1-10], they talked about the educational technology development in China and the current situation in Chinese EFL classrooms. Additionally, those action-based researchers that were conducted in other EFL contexts showed strong support to this method which means implementing video-recording tasks could, to some extent, help with students' general performance in a Chinese EFL learning context.

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The Concept of Humanistic Care in Music Education in Primary and Secondary School

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Abstract: The essence of education is to promote peoples' all-round development, which requires teachers to give students more humanistic care. Under the guidance of the new curriculum standards, the humanistic education of music education in primary and secondary schools will be a new music classroom teaching mode full of respect, appreciation, encouragement and humanity.

Keywords: music education in primary and secondary school; humanistic care

INTRODUCTION

The goal of humanistic care is the development of human freedom and personality. Humanistic care is a new teaching concept proposed in recent years, which is based on the development of society. In today's society, with the rapid development of science and technology, the concept of humanistic care has been widely used and recognized in various disciplines. The main goal of humanistic education is to promote the promotion of human nature, so as to better achieve the shaping of ideal personality.

1. THE CONNOTATION OF HUMANISTIC CARE

The new version of compulsory education music curriculum standard reflects a strong humanistic care. Pay attention to the cultivation of students' interest in music, so as to stimulate students' enthusiasm for music learning to the greatest extent, while teachers only play the role of guiding and organizing students in the process. Among them, the concept of the curriculum standard is summarized in the following aspects.

First, pay attention to the cultivation of students' practical ability. In the teaching of music courses, music teachers should guide students to actively participate in practical activities such as performance, creation and appreciation of music according to the basic characteristics of the music they teach, so that students can feel and experience the aesthetic feeling of music through such music practical activities, so as to achieve better performance and creation of beauty, so as to improve students' aesthetic level. Practice also needs to cultivate students' innovative consciousness. Innovation can promote the progress and development of a country and a nation. Teachers should actively encourage students to create a series of music in the teaching process, which is just a response to the times. Everyone has a certain creative potential. In the process of education and teaching, positive guidance

and encouragement can stimulate students' creative potential to the greatest extent, and also have a positive effect on students' own growth.

Second, we should pay attention to students' identification with multi culture. In the process of education, we should pay attention to the all-round development of students' morality, intelligence, physique, beauty and labor. The development of moral education is to strengthen the cultivation of students' sense of national pride. On the one hand, we need to inherit the excellent traditional music culture, on the other hand, we need to continue to vigorously carry forward our traditional music culture, so as to enhance national self-confidence.

Third, pay attention to the development of each students' personality. As an important part of quality education, music course is to make students accept the influence of music in music class and improve their aesthetic sentiment. In music course teaching, we should also pay attention to "facing all students" and improve the universality of music education. Only facing all the students, combining the universal participation of all the students with the development of personality, can the basic music education cultivate the successors of the socialist cause who adapt to the needs of society, have distinct personality and sound personality.

Fourth, pay attention to the integration of music and other disciplines. Compared with other courses, music education has its own characteristics. The teaching of music courses requires teachers to fully realize the characteristics of music education. In the teaching process, music teachers need to fully combine students' hearing, vision, feeling and perception to feel the artistic flavor of music, so that students can listen to music and feel the beauty of music on these basis. Interdisciplinary integration is one of the basic concepts of basic education. This requires music education to have a broad vision and an open and inclusive attitude of seeking common ground while reserving differences. Music has a wide range of links with many other courses, which makes it possible to integrate music with other disciplines. In the music teaching classroom of primary and secondary schools, strengthening the integration with other courses is not simply for the sake of integration, but to better enable students to better understand music in the process of music learning.

In music teaching, we should pay more attention to the

combination of traditional culture and music teaching. At the same time, based on the current situation of the times, we should pay more attention to the inheritance and development of excellent culture, and pay attention to the dominant position of students in teaching. All these are the best display of the humanity of music curriculum.

2.THE EMBODIMENT OF HUMANISTIC CARE IN MUSIC EDUCATION IN PRIMARY AND SECONDARY SCHOOLS

Human nature is the cornerstone of humanistic education. Herbart said: the starting point of teaching is personality, and the end point is virtue. Music education in primary and secondary schools is a process that can not be ignored. It is necessary to promote students' personalized development through music teaching, so as to make spiritual preparation for students to enter the society in the future. Students may have a lot of experience and feelings in the learning of music courses, which can not be expressed, but students' own inner experience and feelings are real. In the process of music education in primary and secondary schools, we should respect students' personality differences, actively encourage and guide students, let them have experience and perception in the process of learning, and cultivate students into people with personality, responsibility and connotation.

Humanistic education of music course in primary and secondary schools, in the teaching process, according to the students' physical and mental development and the characteristics of music learning, should actively pay attention to the students' individual differences and different learning needs, protect students' curiosity and desire for knowledge, and stimulate students' initiative. In the process of learning, students should not only learn how to express their ideas to others so that others can accept their own views, but also learn how to accept others' views. [2] Students should also have this kind of tolerant psychology to deal with the diversity of music culture in the process of learning music. Music education in primary and secondary schools should enable students to learn the spirit of exploration and cooperation in the process of music practice, so as to lay a solid foundation for their own development in the future.

Music is the most emotional art, and emotions, attitudes and values can best reflect the humanistic nature of music. "Music curriculum standard" puts forward specific requirements in the goal of emotional attitude and values: enrich emotional experience, cultivate positive and optimistic attitude towards life; cultivate interest in music, establish lifelong learning desire; improve music aesthetic ability, cultivate noble sentiment; cultivate patriotism and collectivism spirit. Emotion is not only the interest and passion of learning, but also a kind of inner experience and feeling of students. Attitude not only represents the learning attitude, but also an optimistic attitude

towards life and an inclusive attitude towards people. The essence of education is to promote peoples' all-round development, which requires teachers to give students more humanistic care. Under the guidance of the new curriculum standards, the humanistic education of music education in primary and secondary schools will be a new music classroom teaching mode full of respect, appreciation, encouragement and humanity.

3.CURRENT SITUATION AND DEVELOPMENT MEASURES OF MUSIC EDUCATION IN PRIMARY AND SECONDARY SCHOOLS

3.1.The current situation of music education in primary and secondary schools

First of all, in terms of the proportion of music teachers, there is a general shortage and uneven distribution; especially in rural primary and secondary schools, the shortage of music teachers is more serious, many remote rural primary and secondary school music teachers only account for 2%, most of the graduates of music major generally choose to work in large and medium-sized cities with superior conditions, and very few graduates are willing to work in music teaching in rural primary and secondary schools.

Secondly, in terms of teaching hardware, there is a lack of teaching equipment in primary and secondary schools. In class, multimedia equipment is generally used to play music for students. At present, the teaching equipment of ordinary middle school should include special music classroom, piano, organ, teaching sound, metronome, tape, various percussion instruments, etc. But the domestic primary and secondary schools are generally not up to this hardware standard, rural primary and secondary schools do not even have a piano, only an electronic piano for teaching.

Finally, there is still a gap in the implementation of quality education. The emphasis on music education often stays in the oral, often talking about quality education, like to artificially improve the status and role of music education. At present, our country has not established a sound scientific and reasonable evaluation system of music teaching in primary and secondary schools. As a result, in the actual teaching work, some behaviors that conform to the laws of music education in primary and secondary schools will be considered wrong, but some behaviors that violate quality education have been promoted.[1]

3.2.Measures for the development of music education in primary and secondary schools

First of all, we need to pay attention to the status of music education in primary and secondary schools in the all-round development. The state should set music courses for schools to adapt to the development of education. We should ensure enough class hours, eliminate the prejudice against music courses, and set music courses as normal teaching subjects, so that music teachers can find a sense of existence and gain

in schools.

Secondly, the state should pay more attention to strengthening the construction of music teachers in primary and secondary schools, and should strengthen the training of professional music teachers

In order to promote the development of music education in primary and secondary schools in the whole region, we should optimize the allocation of music teachers' resources, organize more professional training for music teachers, improve their professional quality, organize exchanges and cooperation among music teachers in schools, hold more meaningful cultural and sports activities in schools, and strengthen mutual cooperation among schools.

Finally, the state needs to increase investment in music education in primary and secondary schools, increase more music equipment for primary and secondary schools, strengthen the construction of music hardware facilities in primary and secondary schools, so that students can better use some music equipment to better feel music, strengthen their own music experience and perception, enhance students' aesthetic ability, and achieve the development goal of music education in primary and secondary schools.

4. CONCLUSION

The particularity of music education in primary and secondary schools plays an irreplaceable role in the development of quality education. In the process of education, we should combine the five education concepts mentioned in this paper and the concept of humanistic care to carry out music teaching in primary and secondary schools. After all, China is a big country with a large population, so it is inevitable that there are some deficiencies in music education in primary and secondary schools. But in the future, with the improvement of the country's comprehensive national strength, more and more attention is paid to the comprehensive development of primary and secondary school students, the development prospect of music education in primary and secondary schools will be better and better, and steady progress will be made.

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Exploration of the Marketing Strategy of Pharmaceutical Enterprises Based on the New Health Care Reform

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Abstract: With the rapid development of economy, our country's medical industry has been promoted rapidly, which will have a great impact on domestic pharmaceutical enterprises. Separation of clinic from pharmacy and market expansion are inevitable processes, and the pharmaceutical chain is gradually becoming more harmonious and transparent. In this regard, the author first briefly describes the sales of domestic pharmaceutical companies; then analyzes the marketing of pharmaceutical companies based on new health care reform, and finally explores the marketing strategies of pharmaceutical companies.

Keywords: New health care reform; Pharmaceutical enterprises; Marketing; Strategy

INTRODUCTION

Due to changes in medical reform policies, domestic pharmaceutical companies have undergone major changes in their production methods, sales methods, and circulation, and pharmaceutical marketing methods in our country are also facing renewal. The marketing methods has changed from sales with gold to the promotion of foreign companies; the marketing channel has also changed from relationship sales to knowledge sales. Therefore, it is extremely important for pharmaceutical companies to better grasp the marketing direction and adjust marketing strategies to gain more market share.

1.SALES OF DOMESTIC PHARMACEUTICAL ENTERPRISES

Pharmaceutical enterprises in China have developed relatively late compared with the other countries. With improvements in systems and models, the overall development level of pharmaceutical companies is at the middle and upper levels in our country, but there is still some space for the improvement compared with other developed countries. At present, many domestic pharmaceutical companies still focus on learning, including technological innovation and marketing strategy development. It needs not only to affirm the progress, abut also to face up to the existing problems. The problems restricting the development of domestic pharmaceutical enterprises are summarized in Table 1.

Table 1 Problems in the development of domestic pharmaceutical enterprises

No.	Problems
1	Weak capability in R & D, low production technology and lack of core products
2	Backward marketing concept, and no integration of modern marketing concepts
3	Single promotion method, high marketing cost, and low efficiency
4	Lack of cohesion in marketing team and uneven quality of the staff
5	Chaotic management of sales channel and small terminal coverage area

2.MARKETING SITUATION OF PHARMACEUTICAL ENTERPRISES BASED ON NEW HEALTH CARE REFORM

2.1 Study of the policy for new health care reform

In the new health care reform, all medical enterprises are required to achieve hierarchical diagnosis and treatment and obtain better service ability, so as to ensure the perfection of various mechanisms; all medical and health institutions are required to form a comprehensive division of responsibilities, all high-quality medical resources are required to be provided to the less-developed areas to ensure the actual needs of the market; hospitals are required to have a reasonable layout and appropriate scale to form a medical service system in which responsibilities are clear, functions are sound and the diagnosis and treatment is efficient. It is required that referral, first diagnosis, up-down linkage, segmented treatment of emergency diagnosis and slow diagnosis should be fully implemented. Finally, a hierarchical medical system in line with our national conditions is basically established.

2.2 Changes in the sales environment of pharmaceutical enterprises

(1) The total demand for samples has increased significantly.

The domestic medical insurance policy has been gradually implemented, and the medical and healthy system have been more recognized by people. With the increase of national investment in the medical industry, the public's recognition of medical treatment is higher, and the demand for medicine and health is also increasing. The expansion of medical demand is a positive development opportunity for the pharmaceutical industry.

(2) The structure of the market is gradually changing. With the gradual implementation of health care reform policy, the domestic medical market has gradually standardized, and the status of rural or grassroots community medical departments has gradually been affirmed by the public. These departments rooted in villages and towns are gradually standardized and favored by the masses. From the analysis of mainstream of medical treatment, it is the development direction to go to the primary hospital or community hospital for treatment of minor diseases and minor pain, and go to the large hospital for further treatment when the disease is serious. It has gradually formed the division of drugs: high-end prescription drugs are generally better sold in general hospitals, while conventional drugs are sold in retail pharmacies in the community. Therefore, pharmaceutical enterprises should pay attention to structural adjustment and resource allocation.

(3) The order of drug market and product structure is more standardized.

The domestic drug system and medical insurance system have been gradually improved, the price of drugs has been gradually adjusted, and the structure of pharmaceutical products has also undergone significant changes. With the promotion of policies and the requirements of laws and regulations, the order of pharmaceutical market will be better standardized. The phenomenon of realizing the added value of drugs by doctors' labor, bribery and high prices have been improved under the supervision and governance of the government.

3. THE MARKETING STRATEGY OF PHARMACEUTICAL ENTERPRISES BASED ON NEW HEALTH CARE REFORM

3.1 To build a sound marketing assessment and marketing incentive system

The work enthusiasm of enterprise employees is important. Only when employees put into work in a more full and abundant state can the enterprise develop and operate better. The same goes for the marketing of pharmaceutical companies. When marketing, pharmaceutical companies should first establish a complete marketing evaluation system and reward and punishment system to restrain employees and stimulate their enthusiasm for work. Employees who perform well in the assessment should be given material rewards and spiritual praise, including promotion on the job, and encouragement of gifts and bonuses. And it can also assist in the recognition of leaders and the selection of outstanding employees. These titles can enhance employees' confidence in marketing and enable them to work better. With a reasonable reward and punishment mechanism and a communication platform, employees can work harder and enterprises can get better benefits.

3.2 To build a brand

Brands are just like priority promotion cards. Excellent brands can positively stimulate marketing

and make marketing more smooth. The preliminary research and development of pharmaceutical companies consume a lot of manpower, material resources and financial resources. The research may fail, but the business available profits after the successful development are enormous. Brands can directly help customers make firm choices, extend sales cycle of the product, and maintain customer loyalty.

3.3 To strengthen supervision and management

The supervision team of pharmaceutical companies must do a good job of market supervision and spot checks on a regular basis, as well as timely understanding the sales channels and sales coverage, the actual trend of the channel, and the specific situation of sales work. In this way, a complete market management system can be built, and the market complaint system can be standardized, which is convenient for daily management.

3.4 To carry out diversified price

Pharmaceutical companies should comprehensively consider various aspects when selling and pricing, such as competitiveness, cost, and market demand. Diversified pricing can help drugs sell better.

4. CONCLUSION

At present, the development goal of new health care reform is clear, that is, all Chinese citizens can enjoy medical services, and the future medical undertakings will gradually tend to be public welfare. Pharmaceutical enterprises should be based on long-term development to start from the change of market environment and develop their own marketing strategies. In order to get the ideal marketing results, pharmaceutical enterprises need not only to focus on staff management, training and evaluation system, but also to emphasize the brand effect of the enterprise, as well as supervision and management and price strategy.

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Fishbone Analysis Method in Chinese Sports Competence

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Abstract: At present, it is a special period for the development of sports in China. Sports activities are increasingly closely related to Chinese people's life. The role of people in sports is becoming more and more important. In all kinds of background, the author launches the opinions based on the western theory of competences. The article begins with the concept of the competences, then tells its origin, and the standing point and destiny is the localization definition of Chinese scholars. That is to say, the quality education with Chinese characteristics, including personal qualities and abilities that adapt to personal life-long development and social development. Finally, the article moved to the field of sports, expounding the point of view. Through the method of literature and logical analysis, the article expounds the connotation and composition of sports competence. It includes physical health, sports skills, and sports social emotion, the interaction of the three has an important role in promoting the formation of sports values. At the end of the article, Fishbone analysis method used on the sports competence in the new era of socialism with Chinese characteristics. The purpose is to provide reference for the exploration and research of sports competence in China.

Keywords: sports competence; quality education, competency

INTRODUCTION

The value of sports in the new era of socialism with Chinese characteristics, is not only promotes individual physical and mental health, but also promotes the development process of the whole society and the whole country. It is helpful for China to realize the goal of building a well-off society and a powerful sports country as soon as possible. After entering a new era, we ought to study new situations to solve new problems, guide the public to enjoy fruits of the tree of sports. After serious thinking, the author designed a sports competence model for teaching and researching with the goal of building a better life for the people.

1. INTERPRETATION OF THE CONCEPT OF COMPETENCE

Western sports competence:

The word "sports competence" traces back to its source, which means "competence". It was first introduced into China during the cold war, was a free

translation word. After the successful launch of the Soviet Union's Satellite-1 in 1957, which caused a huge pressure on the US side during the space arms competition period. Sociologists who criticize the current situation blame the vacillation of the dominant position of American science and technology level on the laxity of the education system. After that, they called for a comprehensive education reform to link the country's competitiveness with the education industry. The word "competence" was introduced into China at the same time. Subsequently, the British National Council for Vocational Qualifications put forward the concept of Competence-Based Learning in 1986, that is, learning based on quality education. It was incorporated into the vocational education system with the purpose of improving and developing students' vocational competence. The Australian government also integrated quality education into the curriculum reform around 1995. [1]According to the concept recognized by the British academia in the 21st century, "competence" is a compound concept, an organic combination of a series of knowledge skills and values, they are transferable, diverse in form and rich in function, as well as the expression of abilities acquired through training and practice. Competence is the necessary ability group for each person to develop himself, integrate into the society and be competent at work.

The Chinese localization definition of sports competence:

Education scholars in China, based on the western academic theory of competence, through in-depth analysis, the concept of localization is defined as follows: In the process of receiving age-appropriate education, students gradually develop their personal qualities and abilities, which are in line with their personal life-long development and social development.

2. CONNOTATION AND CONSTITUTION OF SPORTS COMPETENCE:

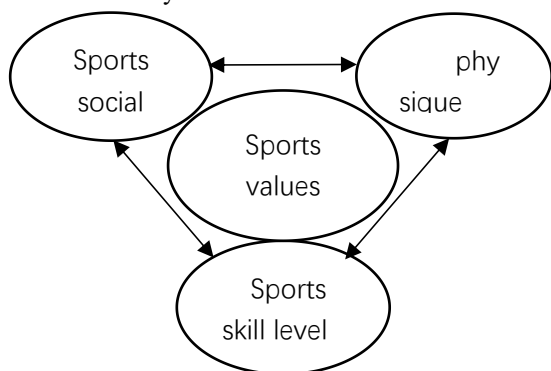
THE INTERPRETATION OF SPORTS COMPETENCE

In the field of sports, sports competence involves the influence of the values, ideas, and functions of sports on the individual development of students and plays a special role in the cultivation of students' overall quality. Combined with the characteristics of physical education and the positive promotion function of

physical education to individual physical and mental health, the article attempts to put forward the concept of physical education competence: individual (mainly refers to students), through the intermediary (schools and sports training institutions) planned and organized physical education and sports training, while independent innovation[2], improve sports knowledge, skills and values of the process. Sports personal quality, such as hard-working and teamwork consciousness, could be expressed as a subsidiary spiritual product.

Analysis of the elements of sports competence:

Figure 1: The elements of sports competence summarized by author.



As shown in Figure 1, part of sports competence is composed of sports health and physical elements: physique refers to the quality of human body, with relatively stable genetic characteristics. It usually includes the development level of body shape, physiological and biochemical function level, physical quality and sports ability and certain psychological factors.

As a carrier of life physique is the basis of the whole individual's physical and mental health. Without it, social adaptability and mental health cannot be achieved. We could divide it into three dimensions[3]. First, physique reflects the basic life state of an individual, which can be used as a basic index to measure physical fitness and function. Secondly, the feedback of physical fitness monitoring has a guiding role in improving individual health. Thirdly, physique reflects the essence of sports, to achieve the overall goal of all-round development by taking people as the main body and improving people's sports level as the purpose.

The second component is the sports skills. The change of sports competence is often manifested as the change of sports skills. The skills refer to the ability to master and effectively complete special movements in human movement. Individuals often take sports as the medium to improve their sports skills and techniques in the dynamic process. In fact, civil sports skills fully weaken the competitiveness of sports, because it does not aim at winning results. Sports skills could also evaluate sports competence, for example, In Canada's CAPL evaluation system for

8-12 years old Children[4] (Canadian Sports competence evaluation system), it is easy to obtain the feedback data of sports skills. Such as 15 / 20m turn back run, obstacle run, grip strength and plank. Sports competence might be encouraged to master more sports skills, which could not only be shown in competitive sports, but also be integrated into social life to form a stable performance. Therefore, sports skills provide guarantee for the formation of sports competence. People have their own natural and social attributes, and the individuals in sports will have corresponding relations with the society, this kind of connection is called sports social emotion. Modern sports activities have gradually become a kind of mental decompression for people, which means that people living in fast-paced life could choose to participate in sports activities as a means of vent their emotions and release pressure. Sports is also the emotional way that communicating face to face and making full use of body language under virtual network environment. [5] (it also includes sports consumption. From one point of view, people spend their time and energy on competitions and entertainment performances, which is also a kind of emotional investment.) In addition, the good cooperative and competitive relationship between participants in sports activities provides the most direct emotional support and emotional resonance for both parties. For example, the sympathy between high-level athletes, and the patriotic sentiment within a high-level national team, it is regarded as a purely sports emotional interaction phenomenon.

Therefore, sports social emotions play a pivotal role in human-based sports. As long people are socialized individuals, sports social emotions would be shown in sports competence. The above three work together and interact to promote the formation of sports values.

3. FISHBONE ANALYSIS METHOD ON SPORTS COMPETENCE

The first dimension refers to the dimension of people and tools, especially refers to the quality developed by people in the field of sports and material exchange. The second dimension refers to the development of individuals, emphasizing the individual differences in the formation of competence. The third dimension is that people who have formed certain sports competence develop their social value in social exchange. The materiality part includes the development of sports hardware and sports software. The development of sports software refers to the development ability of sports information resources, especially in combination with the innovative spirit of the new era. It is required to focus on the ability of students to participate in, examine and integrate sports resources by using new media. The ability of hardware resources especially refers to the ability to develop sports products and to dispatch and integrate stadiums and gymnasiums, which involves industries

with large talent gap. [6]

At the level of individual differences, the construction of sports cognition is the premise, and the cognition should have a higher authority and authenticity of the information source. On the one hand, it refers to the spiritual construction in competitions, such as teamwork and hard work spirits, on the other hand, it refers to the humanistic care of sports, such as charity games or community parent-child sports activities in community, all of which contain the spirit of humanistic care of sports. Sociality is reflected in the category of sports culture and public service. Individuals have a positive impact on society through their personal strengths and values. They carry out health publicity and management in schools and communities respectively, to realize their social value of sports and finally form a sense of social responsibility. Therefore, with the appropriate material basis and spiritual needs, sports could become a low-cost and effective means of regulation. It can not only ensure physical health, but also enrich the spiritual and cultural life. According to the fishbone model of sports competence, we can

cultivate sports talents with rich connotation from the next generation. Also provide the possibility for the public to realize a better life through sports activities. The sports competence system based on this long-cherished wish is worth putting into practice and improving.

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